

The
Newsletter
of
Physio
First

Update

May '14



www.physiofirst.org.uk

Inside
this
Issue

Editorial – “Consolidating into What?”

Plus:
Our Marketplace In Real Time
Simply Health, Nuffield And Misunderstandings
Technology Changing Our Marketplace
VAT, Pilates And Massage
Audacious Goal 9 – Physio Owned Entities
COPA Business Conference
Physio First Website And Communication Strategy
A Negotiation With Nuffield Fusion
Why Doesn't Physio First Campaign for Higher Fees?
And Finally ... Progress Report Against Our Business Goal 2

Membership certificate enclosed

Editorial – “... Consolidating Into What?”

As a sector, we private practitioners are growing used to the fact that there is a lot going on – more change than ever before! Lots of us are telling Physio First and each other directly through our private Physio First Linked-In Forum of our marketplace experiences – for example what Nuffield are doing.

Whilst we all still complain about Private Medical Insurers and Commercial Intermediaries pushing down our fees and reducing the number of treatment sessions that they will fund, the signs of recession seem to be lifting which in turn is having an effect upon our marketplace and everyone else's. Even the specter (positive or negative) of NHS Commissioning has gone very quiet with some of us engaging with it and others either having no chance to or choosing not to.

One thing that I keep hearing about though is that our marketplace is ripe for something called “consolidation”. Now that I am starting to understand what is meant by the term, I remain in two minds about this but I do acknowledge the force of logic behind the view.

One argument in favor of consolidation seems to be centered upon the large commercial purchasers of physiotherapy requiring us to charge less to be allowed to stay on their panels (e.g. I was told recently that Commercial Intermediary Argent want their Physio panel members to reduce assessment fees to £30 and treatment fees to £23 and another called Bodycare to £20) and so one view is that we will need to consolidate to survive.

Consolidation in this context seems to mean moving together to be able to share overheads such as accounting, invoicing, marketing, tendering, training, etc. and thus able to survive on increasingly lower fees.

Having been exposed to the term “consolidation” I also think that our ability to trim fees and yet remain profitable is just one possible benefit. Other benefits of consolidation include the ability to come together as a larger commercial entity to do bigger things ... much bigger things!

Things like marketing our services more widely, more professionally and more discretely so that we have the chance to not end up having to compete on just price but rather aiming to compete on quality, backed by evidence.

So, if it is true, that the changing marketplace is likely to make us have to at least think about becoming part of larger commercial entities in order to “consolidate our resources” (i.e. our individual time, energy and money) to survive and prosper – to pack more punch into what we could do together, then a really good question is – “Consolidate into what?”

“Mom and Pop” stores, as the Americans call them or corner shops as we call them consolidated into Tesco's, Asda, Sainsbury's and Morrison's – multi million pound entities run by professionals for shareholders and which ended up consigning Professional Grocers to having to settle for a lifetime of shelf-stacking, manning the check-out, or becoming supervisors or even managers. The really gifted ones having to look for another career to satisfy their personal ambition or calling!

The same is true of other sectors – Opticians consolidated into huge businesses like Spec Savers and Vision Express; Petrol Stations into Texaco and BP; Chemists into Boots and Lloyds and there are a myriad of examples up and down our high streets and in shopping centres!

So again, “if” consolidating becomes something for us to think about, what might we consolidate into?

The danger is that “if” we allow things to proceed as they have in other sectors we may face a future of being consolidated into employed Physiotherapists within large private Physio conglomerates run by professionals for faceless, nameless investing shareholders.

An even more immediate threat is that many of us feel that commercial intermediaries are already trying to consolidate us into self-employed preferred provider panels!

Such marketplace developments are inevitable but what does “consolidation” mean?

If all it means is sharing expenses and effort to remain in business then fine, but often what seems to happen is that skilled Trades People and well qualified Professionals are consolidated into businesses that they have no share in and little if any control over. They end up working for people who are answerable to these nameless, faceless, disinterested shareholders – and that is the rub!

The thing about “consolidation” that is really important and one of the light-bulb moments that popped on during the discussions that our Executive had that led to our new Physio First strategy, was that unless we as private practitioners can gain a share in the equity (i.e. a share in the ownership) of a commercial entity

that we supply our services through (such as any network that exists at the moment be it Bupa, Nuffield or AXA PPP), we might end up as the private practitioner equivalent to shelf-stackers, checkout people or shop-floor managers but definitely not as shareholders!

It is with all of this in mind that our Executive have set us on our strategic trajectory towards Goal 9 of our Physio First 5-Year Business Plan and I am delighted that in this edition of Update we have found the time and space to talk about our Goal 9 as I do think it is timely.

I have to say that in starting this, my final year as Chairman of Physio First, I am so impressed with our volunteer Post Holders that I have the privilege to work with. Not just for their dedication, time and energy but for their business foresight, their business acumen and their courage to think and plan so far ahead.

An outcome of all of these virtues is the possible solution to how we "fight back" against the marketplace changes in a way that is legal and not naïve. For details please do read our article **"Audacious Goal 9 – Physio Owned Entities"** below.

The articles in this edition of Update not only give us a few more insights into our marketplace but also give us insights into the lengths to which Physio First Post Holder volunteers have gone to prepare us all to try to have an impact on our marketplace.

Read about our plans that are not illegal, unworkable and futile campaigns to try to protect or increase our fees, but which are a sophisticated, grown-up, commercially savvy, strategy to enable us to impact upon our marketplace.

Please do allow ourselves to be lifted by the thought that even if consolidation beckons for some of us, and by no means all of us as independent grocers, opticians and petrol stations still do exist, that when the time comes that it will be in a form that will provide us with some control over our destiny ... the sort of control that in the world of Uber-Supermarkets – Uber-Opticians – Uber-Petrol Stations and Uber everything else does not usually provide to suppliers.

Take this opportunity to re-visit our Goal 9 below and to think about another high street presence that is just as successful as the large conglomerates but which is fundamentally different from them.

The high street presence that I am talking about is John Lewis and the fundamental difference is that the people who work for it ... own it!

The people who provide the value, the people who really care about the service that their clients get are also the shareholders – something Goal 9 of our 5-Year plan gives us a chance to aim for – but read on for details!

Kind regards and here's to an excellent summer!

Sandy Lewis

Our Marketplace In Real Time

We have not quite entered the world of Online Social Media with a vengeance but we are well on our way to the starting block.

Whilst we are developing our Communication Strategy (see below) our experiment in online forums, currently in the form of our private Linked-In Physio First Forum, is now a

really useful place to see and share what is going on within our marketplace and in real time – no hanging about for Update or E-Alerts – just real member to member information and experiences in the moment.

If you are not already registered with our Physio First Linked-In Forum then please don't miss out – sharing is powerful stuff and we are just starting to get used to it!

As a strategy at the moment we are encouraging everyone to register and to watch if we want to and to engage if we feel comfortable. We will most probably move to another platform next year but the beauty of this technological experiment in immediate communication is that whenever someone posts some information, the system automatically emails us with it leaving us free to read or reply as we see fit.

To join all we have to do is use the following link;
<http://www.linkedin.com/groups?gid=3741925>

So if we want to see what is going on with "Nuffield" and all of the companies that they now seem to be doing business for or share our views on or our thoughts about our marketplace, then this is the place to do it.

Please come and do this "with us".

Simply Health, Nuffield And Misunderstandings

A posting on our private Linked-In Forum, received at the time of writing this Update, prompted us to seek

information from Simply Health about them and Nuffield and an apparent double standard that is being applied.

Doubtless as we become more used to communicating on our Linked-In Forum we will develop more opportunities for similar communications with marketplace players.

In this instance the post from one of us said:

"We have recently had the situation where a patient was referred to us by an Orthopaedic Consultant. Simply Health informed the patient that if they chose to come to us for treatment they would only fund 4 treatments but if they attended the local Nuffield there would be 'no limit'. This was a particular problem in this instance as the patient will require follow-up over an extended period of time.

Has anyone else had any experience of this sort of restriction?"

Due to the speed of communication, we have now already sent out an E-Alert that charts our detailed and helpful communications with Simply Health over this.

If you have not received our E-Alert, then please do get in touch with our Office Team as soon as possible to avoid missing others that will be important. To check that we have your correct email address simply log into the members area of the Physio First website (www.physiofirst.org.uk), click on 'My Account', and then onto 'My Details' or contact us on minerva@physiofirst.org.uk

Technology Changing Our Marketplace

We have had many reports from members of their frustration at a request from Nuffield Fusion asking them to release treatment slots to enable Nuffield Fusion to access them without a contra commitment by Nuffield to fill them.

This request from Nuffield is being handled by members in different ways as many have generously articulated on our Linked-In Forum but we have recently learned of a new development from TM2, a Practice Management Software company and strategic partner of Physio First, who have developed something they are calling their "Pronto Network".

This development is being variously described to "treatment providers" such as ourselves, Chiro and Osteos and to "referrers" such as Private Medical Insurers and Commercial Intermediaries on their website as:

To clinicians:

"Fill your diary quickly, easily and automatically! Working with referral companies can be complex and involve a lot of administration, particularly when booking patients into the diary for an initial appointment. This can often involve a number of phone calls, leaving voicemails and other time consuming tasks. Pronto completely streamlines the referral process by enabling referrers to book patients directly into your diary in real time.

and to referrers:

Pronto transforms how referrals are made to rehab clinics – giving you the ability to book patients directly into the clinic's diary in real time. So when your case handlers are speaking to the patient on the phone, they can book the patient's appointment directly into the clinic's diary – quickly and easily.

Although strategic partners of Physio First i.e. TM2 having taken the time to work through the ingredients of what it takes to become one (details of how a company does this is on our website) they are an independent commercial business developing their own services and strategies.

We have resolved to understand more about this development as we feel sure that "technology" will play an increasingly important part in our marketplace and the more we know the more we can we can plan and adapt.

VAT, Pilates And Massage

Several members have brought to our attention the possibility that HMRC (Her Majesty's Revenue and Customs) who are responsible for applying the rules around tax to include VAT, may well be of the view that Pilates and/or Massage is a VAT-able service.

Actually both are subject to the VAT rules but have not worried us or other healthcare providers to date as when Pilates or Massage is provided, whether by a Physio or someone who is referred to by a Physio, they are considered to be an extension of our zero-rated VAT-able treatment.

We believe that this is still the case but in an attempt to provide complete clarity we have agreed to seek clarification directly from HMRC. More about this when we have their response.

Audacious Goal 9 – Physio Owned Entities

We are nearing the end of Goal 2 of our 5-Year Business Plan (see article “And finally ... progress report against our Business Goal 2” below) so why are we talking about Goal 9 ... what is Goal 9 anyway?

In a way it is what we as private practitioners have been striving for, for years – a possible way to make a huge difference in our marketplace and to stop having to feel like everyone else in our marketplace has more control over us than we do.

It won't be easy but as per our Chairman's editorial above, it is both “brave” and “elegant”.

Our Goal 9 is to **“Investigate so that we are able to understand, explain and judge the:**

- **Potential impact of Cooperatives (i.e. Physio owned/controlled business entities)**
- **Elements of real branding (that incorporate measured quality and competence)**

and although these details were published by our Chairman in December 2013 they really explain what we mean:

Goal 9 – the final piece!

Physio First arrives, for what is certainly the first time in our history, at a point where we will have the ability to realise a version of what has happened in the USA – the rise of Physio owned/controlled business entities, with a clear understanding of branding, should we choose to do so.

The world on the other hand and the UK in particular, is growing keener on shared ownership of a ‘John Lewis’

style – where those who do the work and who together share the risk can also share the reward.

This is not communism – it is pure “marketplace rules”.

We are talking of the rise of consortiums, cooperatives, syndicates and networks where the only difference from the traditional business model is that the business is owned by the suppliers, who employ professionals to manage it but where the suppliers also have some control and are able to share in the reward.

Our Physio First Executive hope to see business models of this sort develop anyway i.e. Physio supplier owned versions of commercial networks.

We do however want to try to make sure that Physio owned networks do have a very good chance of coming into existence. Commercial entities that are capable of competing on marketplace terms and which afford as much private practitioner (supplier as shareholder) control as is possible to preserve what we, members of Physio First, hold sacred i.e. what our training, knowledge and experience can do for patients.

This of course leaves moot the question of what place Physio First might have in such business models which ranges from becoming the engine of a massive consortium or cooperative of private practitioners capable of negotiating national contracts with any organisation to being the catalyst for encouraging groups of private practitioners to create lots of smaller consortiums/cooperatives themselves.

This question has not been answered as it is the marketplace that will produce the answer and it is why we have specifically ended with Goal 9 which takes us to five years hence and which specifically takes us to the point where, having been through all of the other 8 Goals we will by then be able to “Investigate so that we are able to understand, explain and judge the potential impact of Cooperatives

(i.e. Physio owned/controlled business entities.)

But getting to this point within 5-years is seen by our Executive Committee members as the progression of an Organisation that exists to “Champion evidence based cost effective private physiotherapy with Physio First members in the changing healthcare marketplace!”

As regards “branding”, the second part of Goal 9 - “Investigate so that we are able to understand, explain and judge the elements of real branding (that incorporate measured quality and competence)”.

Our Executive know that “branding” requires the customer to perceive predictable and sustained quality from the start to the end of their journey. In fact it requires more than that, every touch of the Organisation, from its marketing, to its logo, to the behaviour of its people, to the quality of its product needs to shout “predictable and sustained quality” all of the time.

“If”, as private practitioners, we are going to aim to have this sort of “predictable and sustained quality” in private practice then we have to be in a position to “measure” it.

In this regard, by the time we get to Goal 9, we aim to understand how to produce a “measure” that is private practitioner defined, private practitioner evidenced and private practitioner lead and that is definitely not something that is imposed upon us by some other external marketplace player – a tall order in anyone's books!

In short our 5-Year plan!

So Physio First does have an audacious plan to answer the question “how do we as Physio First have an impact upon the marketplace?”

But then one would expect that from an Organisation that has set itself the vision to “Champion” and of

course it is not easy – anything worth doing is not easy – but as per our Chairman's Editorial we are determined "not to be consolidated" but to consolidate ourselves!

COPA Business Conference

This Business Conference describes itself as:

"... an interactive exhibition and conference designed specifically to help practice owners run their businesses better, meet other like-minded professionals to share ideas, and develop professional knowledge. Bringing together live debates, round table discussions, networking, workshops and insightful seminars, the event offers a unique opportunity for Private Practice Rehabilitation Therapists to obtain the latest tools, techniques, and advice within an ever-changing industry".

Last year, the first time this event was run, a number of Physio First representatives attended – the purpose being to see what it had to offer and what its potential might be.

The Conference itself was embedded as a part of a series of Business Conferences that occur all at the same time at the Excel Conference Centre in Docklands, London. The series of Conferences are all arranged to appeal to many different business sectors (e.g. accountancy, veterinary, etc.) with the "COPA" Conference being marketed to appeal to Chiropractor, Osteopath, Physio and Acupuncturist practice principals. The format is a 2 day event with identical exhibitors and 1 hour workshops on each day.

There is no charge for attending – again the conference organiser's business approach being to make their revenue from selling space to

exhibitors on the promise of reasonable footfall by potential customers from the various Healthcare professions.

Last year was the first year and did have some interesting exhibitors and we do intend to send a Physio First cohort again this year for which we will produce a report on anything new and stimulating that we encounter.

The Conference itself, should you wish to attend, is held on Thursday 12 and Friday 13 June 2014 with details at <http://www.copashow.co.uk/index.asp>.

Physio First Website And Communication Strategy

In April our Physio First Executive Committee and Office Management Team came together for a facilitated strategy day to begin the process of developing our Communication Strategy that will help us to become the Organisation that "Champions evidence based cost effective private physiotherapy with Physio First members in the changing healthcare marketplace".

In our February edition of Update we confirmed that we are totally aware that our Website needs a major overhaul but where we also explained that before we could do this we needed to be clear about what we wanted from our new one.

The day was facilitated throughout and had two presentations: one from Laura Pegg (the Chartered Marketer who helped us to complete our Goal 1 Positioning Exercise, a summary of which is to be published by the

summer) and the second by Amit Sharma, the Business Director of INCO whose company has 15 years' experience of developing websites for organisations who also have Member Relationship Management software in place, as we do.

The purpose of the day was not to come away with a Communication Strategy complete (which would be nice but unrealistic) but to learn as a group what we need to know in order to develop a Communication Strategy that is capable of helping us meet our strategic intent.

This purpose was achieved in that we came away with: complete clarity about the fact that our Website, although centrally important as a communication tool, is only one communication tool that we have and cannot be developed in isolation to all of the others

We also learned that:

- Online and Offline communication tools need to be seamless for a Communication Strategy to work at all
- Before a Website can be effectively developed the Organisation has to be crystal clear about what it is for and what it is trying to achieve.

This last point was beautifully illustrated by the very brief case study that Laura produced about **Apple** – the company that makes all of those beautiful **Apple/i** products.

None of us knew that in the 1970's, Steve Jobs the founder of **Apple**, sat down with his business director and developed their own Statement of Intent which was: ...

Empathy

We will truly understand their needs better than any other company.

Focus

In order to do a good job of those things we decide to do we must eliminate all of the unimportant opportunities.

Impute

People DO judge a book by its cover.

We may have the best product, the highest quality, the most useful software etc.; if we present them in a slipshod manner, they will be perceived as slipshod; if we present them in a creative, professional manner, we will *impute* the desired qualities.

Mike Markkula
January 3, 1977

We learned that **Apple**, by sticking to this Business Intent like glue, have become the largest company in the world knocking Microsoft off that pedestal earlier this year. That by having such a clear vision **Apple** are, in particular, very quick to look at all new ideas for any business development, whether in technology or business diversification, and to decide to engage with it or not. In other words, and as Steve Job's acknowledged during the period of years that he and **Apple** "lost their way", that it was only by getting back to their original vision that they were able to progress.

So our Executive ended the day:

- Relieved that we have our own vision in the form of our own Statement of Intent available to direct any Communication Strategy that we develop
- Really clear about the fact that our Website, although in urgent need of updating, can only be updated as part of our whole suite of communication tools that range from In Touch to Update to E-Alerts to our Online Social Forum to the way that every volunteer Post Holder and every

Office Team Member in Physio First communicates and behaves

- Knowing a great deal more about something called "Touch Points" i.e. points of contact with us as members, other internal stakeholders and of course external stakeholders who comprise our marketplace.

Our task now is to construct a Communication Strategy that will direct the development of every single communication tool that we have and a few that we do not have which will almost certainly include our use of digital technology.

Essentially we are preparing for a concentration of effort during our Goal 4 period that is between January and June next year and this one day of exposure to what it takes to produce our Communication Strategy has made us feel much more ready for that!

A Negotiation With Nuffield Fusion

We have posted an email trail between Nuffield Fusion and a very kind Physio First member that shows attempts at negotiating rates with them.

For details go to the FAQ in the members' area of our website i.e. ***"What are Nuffield Fusion like to negotiate rates with?"***

There will be little new here for those of us who have been involved in the process but it does provide an insight into how Nuffield negotiate and is another example of just how valuable it is for us (Physio First) to do things as per our Statement of

Intent i.e. "... with Physio First members..."

Why Doesn't Physio First Campaign For Higher Fees?

This is a question that everyone in Physio First – from our Chairman to our Executive to our Sub Committee members to our Regional Officers to each of us as individual members – asks from time to time, especially when faced with a demand to drop our fees even further or get-off the panel!

Many of us have lived through all of the detail that we investigated several years ago about just why legally we are not allowed to effectively "go on strike" i.e. to band together and refuse to accept lower fees and indeed why trying to do so would be an own goal. To ensure that every one of us has access to all of the reasons behind our answer as to **"Why doesn't Physio First campaign for higher fees?"** we have produced a detailed answer to this question under our FAQ's (see our members' area of our website).

Please do have a read if only to remind ourselves why doing what we all want to do (i.e. to try to unite against reducing fees) is not only impractical and naïve but would diminish us as an Organisation that is planning to develop a marketplace embracing way of putting us in a position to be able to influence it (see article above on Goal 9).

We feel that, through all of our deliberations in the past year or so, we have come up with a very elegant solution to our problems, or at least a solution for those Physio First members who choose to come with us, or put another way - we suppose we have learned that there is more than one way to skin a cat!

And Finally ... Progress Report Against Our Business Goal 2

Our progress through Goal 2, which is due to be completed by the end of June, has been so much better than we could have predicted. It was billed as our most grindy Goal where we have had to pause for 6-months (i.e. pause new initiatives but not our Business As Usual) in order to:

"Review our Business as Usual (BAU) and examine it critically to ensure that it aligns with our Statement of Intent"

This has meant that each one of our Executive Committee have lead their Sub Committees and Office Team supporters through an often tedious journey that included having to read tomes of Office Procedures developed to support our every activity and without which we could not have coped to date, to decide whether our BAU activity aligns with our Intent or not.

The outcome of all of this work (this grind) all comes together in one meeting on 20 June 2014 where our Executive Committee will make decisions as to what BAU we will keep, what we will have to change and what we will cease going forward.

As members we will all notice changes, but do not worry as all changes will be explained and will not all happen at once. That is the beauty of having a 5-Year Plan; we will have time for changes to take place when they make most sense, which means that each change will be timed to take place within one of our remaining 7 Business Goals, to ensure that it is effected properly.

Even when reviewing her own BAU, our Chairman was surprised at her own recommendations saying that "not that I felt that any were wrong, but as I went through the critical review of the BAU that I am responsible for, I found myself making recommendations that I simply could not have predicted!"

We will report upon the final outcome in our July Update.

Tips from the Team

www.physiofirst.org.uk

If you want to find out what Physio First members are talking about then join Physio First's own private LinkedIn forum

You can do this by doing the following:

Log on to www.physiofirst.org.uk using your membership number and password

Click on FAQ and into Membership and Benefits

Find the FAQ called 'How do I join the Physio First LinkedIn On-Line Community?'

Have you forgotten your password to log into the Physio First Website?

If so you can request it to be sent to your preferred email address by simply following the below instructions:

Go onto the website

www.physiofirst.org.uk

Click on 'Login'

Click on 'Forgotten your password' at the bottom right hand corner of the page.

Simply enter your Membership number, CSP number and your surname and a request will be sent through to your preferred email address.

Need to change your email?

Simply send us your change of email to minerva@physiofirst.org.uk; please include your name and Membership number in this email.

Calendar of Events

Take advantage of our **Online Discounts** when booking any Central Education course. For more information and to book your place visit www.physiofirst.org.uk

UpdMay14

Region	Course / Tutor	Date	Venue	Cost	Event Reference
East Anglia	Body and Sole: Alignment and Correction By Tony Gavin	TBC	Deafblind UK Hampton Peterborough	Online: Member £130 Standard: Member £140 Non-member £160	BOD1014
East Pennine	Applying Neuromuscular Training Principles to Rehabilitation of Hip and Groin Injuries for Football By Wayne Diesel	07 June 2014	Leeds Trinity University	Online: Member £130 Standard: Member £140 Non-member £160	GROIN0314
East Pennine	Musculoskeletal Injuries in Sporting Children and Adolescents Part 2 By Sid Ahamed	16 September 2014	Leeds Metropolitan University Rose Bowl Portland Crescent, Leeds	Online: Member £130 Standard: Member £140 Non-member £160	MUS20614
East Pennine	Exercise Prescription Following Sporting Injury By Sid Ahamed	23 September 2014	Leeds Metropolitan University Rose Bowl Portland Crescent Leeds	Online: Member £130 Standard: Member £140 Non-member £160	EPEA0314
Essex	Five Phases of the Back Rehabilitation By Mike Antoniadis	26 September 2014	Haverhill Physiotherapy Clinic	Online: Member £130 Standard: Member £140 Non-member £160	BACK0314
Essex	The Art of Running By Malcolm Balk	15 October 2014	Chelmsford Sport and Athletics Centre	Online: Member £130 Standard: Member £140 Non-member £160	RUN0414
Kent	Medico-Legal -Claims against our profession– (understanding, avoiding and how to deal with)	09 July 2014	The Swan Restaurant, West Malling	£20 Members £25 Non-members To book please apply to: Sascha Britton. Send a cheque payable to Physio First with your name, course title and email address to Kings Hill Medical Practice, 37 Queens Street, Kings Hill, West Malling, ME19 4JD	
Kent	Medico-Legal -Claims against our profession– (understanding, avoiding and how to deal with)	09 July 2014	The Swan Restaurant, West Malling	£20 Members £25 Non-members To book please apply to: Sascha Britton. Send a cheque payable to Physio First with your name, course title and email address to Kings Hill Medical Practice, 37 Queens Street, Kings Hill, West Malling, ME19 4JD	



Calendar of Events

Take advantage of our **Online Discounts** when booking any Central Education course. For more information and to book your place visit www.physiofirst.org.uk

UpdMay14

Region	Course / Tutor	Date	Venue	Cost	Event Reference
Kent	Management of Hamstring injury and rupture, from Shockwave to surgery	24 September 2014	The Swan Restaurant West Malling	£20 Members £25 Non-members To book please apply to: Sascha Britton. Send a cheque payable to Physio First with your name, course title and email address to Kings Hill Medical Practice, 37 Queens Street, Kings Hill, West Malling, ME19 4JD	
Kent	Ergonomics workshop and shockwave demonstration	11 October 2014	Thistle Hotel, Brands Hatch, Kent	£25 Members £30 Non-members To book please apply to: Mandie Comper. Send a cheque made payable to Physio First with your name, course title and email address to Hurst Place Surgery, 294a Hurst Road, Bexley Kent, DA5 3LH	
London	Five Phases of Back Rehabilitation By Mike Antoniadis	20 September 2014	TBC	Online: Member £130 Standard: Member £140 Non-member £160	BACK0414
London	Evidence Based Practice in Electrotherapy By Tim Watson	29 November 2014	Grange Langham Court Hotel, London	Online: Member £130 Standard: Member £140 Non-member £160	ELE0314
Mercia	Evidence Based in Electrotherapy By Tim Watson	05 July 2014	Bolton Arena Horwich Bolton	Online: Member £130 Standard: Member £140 Non-member £160	ELE0414
Midlands	Myofascial Trigger Points By Rob Grieve	13 September 2014	Bromsgrove Golf Club	Online: Member £130 Standard: Member £140 Non-member £160	MTPMD0114
Midlands	Manual Handling and CPR Pam Simpson and Lynn Fox	24 October 2014	Bromsgrove Golf Club	Online: Member: £125 Standard: Member: £125 Non-member: £145	MHCP5914
Mercia	Body and Sole: Alignment and Correction By Tony Gavin	27 September 2014	Bolton Arena Horwich Bolton	Online: Member £130 Standard: Member £140 Non-member £160	BOD1214
Mercia	Acute or Chronic: Understanding Pain Medication By Dr. Andrew Vickers	21 October 2014	Bolton Arena Horwich Bolton	Online: Member £130 Standard: Member £140 Non-member £160	UPM0314
Mercia	Sports Specific Rehabilitation By Sid Ahamed	09 November 2014	Bolton One	Online: Member £130 Standard: Member £140 Non-member £160	SSR0614
North East	Five Phases of the Knee Rehabilitation By Mike Antoniadis	TBC	Lombard Physiotherapy Clinic West Moor Newcastle upon Tyne	Online: Member £130 Standard: Member £140 Non-member £160	KNE1014

Calendar of Events

Take advantage of our Online Discounts when booking any Central Education course. For more information and to book your place visit www.physiofirst.org.uk

UpdMay14

Region	Course / Tutor	Date	Venue	Cost	Event Reference
North East	Body and Sole: Alignment and Correction By Tony Gavin	05 July 2014	Lombard Physiotherapy Clinic West Moor Newcastle upon Tyne	Online: Member £130 Standard: Member £140 Non-member £160	BOD1114
North East	Five Phases of the Back Rehabilitation By Mike Antoniadis	03 October 2014	Lombard Physiotherapy Clinic West Moor Newcastle upon Tyne	Online: Member £130 Standard: Member £140 Non-member £160	BACK0614
North East	Sports Specific Rehabilitation By Sid Ahamed	15 November 2014	Lombard Physiotherapy Clinic West Moor Newcastle upon Tyne	Online: Member £130 Standard: Member £140 Non-member £160	SSR0714
Northern Ireland	Road Cycling Injuries: Cause and Management By Michael Callaghan	13 September 2014	The Ramada Plaza Belfast	Online: Member £130 Standard: Member £140 Non-member £160	CYL1114
NW Met	Introduction to Myofascial Trigger Points and Musculoskeletal Dysfunction By Rob Grieve	06 September 2014	Ruislip Golf Club Ruislip Middlesex	Online: Member £130 Standard: Member £140 Non-member £160	MTPMD0514
Oxford	CBT: Cognitive Behavioural Therapy By Suzanne Brook	09 October 2014	Middle Aston Leadership Centre Middle Aston Bicester	Online: Member £130 Standard: Member £140 Non-member £160	CBT1514
Scotland	CPR: Recognition of the Acutely Unwell Adult and Cardiopulmonary Resuscitation By Paddy Gilmore	20 September 2014	Kingfisher Physiotherapy, West Bridge Mill, Kirkcaldy, Fife, Scotland	Online: Member: £60 Standard: Member: £60 Non-member: £70	CPR0214
Scotland	Road Cycling Injuries: Cause and Management By Dr. Michael Callaghan	04 October 2014	Pollokshaws Burgh Hall	Online: Member £130 Standard: Member £140 Non-member £160	CYL1214
South West	Acupuncture for the Treatment of Headaches and Migraines By Reg D'Souza	27 June 2014	Bradley Stoke Leisure Centre Bradley Stoke Bristol	Online: Member £130 Standard: Member £140 Non-member £160	ACH0114
South West	Five Phases of Back Rehabilitation By Mike Antoniadis	26 June 2014	South Brent Village Hall Station Approach Devon	Online: Member £130 Standard: Member £140 Non-member £160	BACK0714
South West	Acute or Chronic: Understanding Pain Medication By Dr. Andrew Vickers	31 October 2014	South Brent Village Hall Station Approach Devon	Online: Member £130 Standard: Member £140 Non-member £160	UPM0214

Calendar of Events

Take advantage of our **Online Discounts** when booking any Central Education course. For more information and to book your place visit www.physiofirst.org.uk

UpdMay14

Region	Course / Tutor	Date	Venue	Cost	Event Reference
South West	Musculoskeletal Injuries in Sporting Children and Adolescents Part 2 By Sid Ahamed	11 October 2014	Bradley Stoke Leisure Centre Bradley Stoke Bristol	Online: Member £130 Standard: Member £140 Non-member £160	MUS20714
Sussex	Introduction to Myofascial Trigger Points and Musculoskeletal Dysfunction By Rob Grieve	14 June 2014	University of Brighton The Hub Varley Park Brighton	Online: Member £130 Standard: Member £140 Non-member £160	MTPMD0414
Sussex	Patient Communication and Motivation. The secrets to unlocking their recovery potential By Chris Lewis	14 November 2014	University of Brighton The Hub Varley Park Brighton	Online: Member £130 Standard: Member £140 Non-member £160	PCM0114
Trent	The Knee Joint: Now and the Future By Sid Ahamed	04 October 2014	Ashbourne Physiotherapy and Sports Injury Clinic	Online: Member £130 Standard: Member £140 Non-member £160	CON0314
Wales	The Art of Running By Malcolm Balk	10 October 2014	Cardiff University	Online: Member £130 Standard: Member £140 Non-member £160	RUN0314
Wales	Musculoskeletal Injuries in Sporting Children and Adolescents Part 1 By Sid Ahamed	21 June 2014	Campanile Cardiff	Online: Member £130 Standard: Member £140 Non-member £160	MUS2014
Wales	Manual Handling and CPR Pam Simpson and Lynn Fox	18 November 2014	TBC	Online: Member: £125 Standard: Member: £125 Non-member £145	MHCP6014
Wessex	CBT: Cognitive Behavioural Therapy By Suzanne Brook	17 October 2014	University of Southampton Wide Lane Pavilion Highfield Campus Southampton	Online: Member £130 Standard: Member £140 Non-member £160	CBT1614

All courses in the Physio First Business Suite are a Member benefit and are not available to non-Members of Physio First; unless the non-Member is employed by a Member as a Practice Manager. 'Starting in Private Practice' is the only business course excluded from this rule and is available to all non-Members. Business courses are subject to VAT at the prevailing rates.

Disclaimer Physio First reserves the right to change the venue, cancel (or reschedule) any Education Course at any time with 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:

Centrally run courses are identifiable by the Quote Code (Course Reference) in the Contact column.

Your booking will only be secure upon receipt of full payment. 'Funding' payments will be considered, but only accepted if credit / debit card details are provided at the time of booking. We will invoice the appointed funder; however if funds have not been received within 7 working days of our invoice, payment will be debited from the allotted debit / credit card. We are not able to reserve places on any of our courses.

There are three ways to book your place on a Physio First Centrally run course.

- 1) Book online www.physiofirst.org.uk – under the 'Courses and Events' tab
- 2) Complete and return with full payment a Booking Application Form
- 3) Call Education on 01604 684968 - quoting 'Quote Code' and providing card details

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

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

Regional courses have no Quote Code and should be booked directly with the contact in the Contacts column.

Calendar of Events

Take advantage of our **Online Discounts** when booking any Central Education course. For more information and to book your place visit www.physiofirst.org.uk



Physio First Course Booking Application Form	
Event Reference:	
Course Title:	
Venue:	Course Fee: (VAT inclusive)
	Member £ Non-member £
Date(s):	Tutor/s:
Time(s):	
(including Registration times)	
Surname	Title: Dr. / Mr / Mrs / Miss
First Name	
Billing Address	
Post Code	
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 well-being whilst participating in the post-graduate training course they have booked.	
Applicants 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	



Calendar of Events

Take advantage of our **Online Discounts** when booking any Central Education course. For more information and to book your place visit www.physiofirst.org.uk

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: - 10 weeks of the delivery date will produce a 75% refund / 6 weeks of the delivery date will produce a 50% refund / 4 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 7 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	£130	£150
Standard Cost	£140	£160
Manual Handling and 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.

Regional News

East Anglia

Regional Officer: Anne Wrightson
Tel: 01842 761953
Email: east.anglia@physiofirst.org.uk
Thetford Physiotherapy Clinic
Plantation End
Brandon Road, Thetford
Norfolk
IP24 3ND

Please bear with me as I 'learn the ropes' of being your new RO and would very much value your help and support to make East Anglia a vibrant and successful area of Physio First.

I hope I can take up this role and assist you all in our education and professional development, but I can't do it without your support. Please can everyone contact me and let me know what courses you want organised in this area, and any other interesting evening lectures and locations you would like put in place.

I am looking forward to meeting you all and making new friends. Please feel free to contact me with any other issues you have. Kind regards.

Anne Wrightson

East Pennine

Regional Officer: Sarah Beldon
Tel: 01132 857378
Email: east.pennine@physiofirst.org.uk
North Leeds and Physio Sports
Injury Centre
3 Kingsley Road
Adel, Leeds
LS16 7NZ

Hope all is well in your world of physiotherapy. We have a busy time with centrally run courses coming up. Please read the list of courses in this edition and book in early to secure your place.

I look forward to seeing you at these days as it gives me a chance to meet more members.

Please get in touch via the website if you would like to request a specific course for next year as planning begins soon for 2015! All the best.

Sarah Beldon

Essex

Regional Officer: Claire Oldroyd
Tel: 01371 810681
Email: essex@physiofirst.org.uk
Great Bardfield Physiotherapy
Practice
Lyndale, Mill Road
Great Bardfield, Braintree, Essex
CM7 4QG

By the time you get this we will have held two days of courses at Haverhill on 'Musculoskeletal Injuries in Sporting Adolescents and Children'.

Further courses booked for the year include: Five Phases of Back Rehabilitation, with Mike Antoniadis on 26 September 2014 at Haverhill. This was postponed from earlier in the year. The Art of Running with Malcolm Balk from Canada, includes a lot of practical

sessions, and is being held at Chelmsford Sport and Athletics Centre.

Please do support these by booking online as soon as possible.

Those of you who went to Conference I am sure will agree that it was a fantastic event, including Education Day beforehand.

In June I will be attending a meeting to discuss next years' courses to be run in Essex. Please let me know what interests you from the centrally run courses, or if you have other ideas, let me know and perhaps we can arrange a course.

If you have any other problems or issues, please share them.

Claire Oldroyd

Kent

Regional Officer: Karen Fawcett
Tel: 01795 435060
Email: kent@physiofirst.org.uk
The Physiotherapy Centre
The Coach House
39b The High Street
Sittingbourne
Kent
ME10 4AW

Well, it looks as if summer is definitely on its way in the South East and there is a lot of talk about holidays and well-earned breaks.

Conference was yet again superb. Unfortunately I was only able to stay for the Saturday but by all accounts I missed a great day on Sunday. Thank you Conference Committee once again and I can only urge Kent members to join us next year.

The 'Whiplash' evening (sensorimotor rehabilitation in neck pain and whiplash injury) was very well attended

and gave us excellent food for thought and 'tools' to add to our clinical tool box.

By the time you read this we will also have had our 'Yoga for Physiotherapists' workshop which was again well subscribed and I am sure well received by the attendees.

In July we are hosting an evening presentation again from a local solicitor on understanding, avoiding and dealing with claims against our profession and how to keep a 'cool head', and then in September an evening lecture from Dr Johnathon Houghton on Hamstring Injury management and including the role of Shockwave in this process.

An exciting morning workshop then follows on, in which we have a company giving demonstrations on the use of Shockwave and its indications (as well as a chance to 'play') and also a company demonstrating workstation equipment, its use and how to advise patients, especially with 'homeworkers' in mind.

The Kent Committee are trying to vary the venues this year so please make sure you look to see where each event is being held, when and how to apply on the Calendar of Events.

Please keep the support going, it is great to see you all at these functions and it's always nice to boost our CPD with good quality presentations at a good price and at the same time catching up with friends.
Have a great summer.

Karen Fawcett

London

Regional Officer:
Tina Nielsen-Talbot
Tel: 0795 472 0607
Email: london@physiofirst.org.uk
109 Park Hall Road, London
SE21 8ES

Dear London, OK, I am the new kid on the block! Jumping from a possible Alternate Officer to Regional Officer all within 1 month, but hey that is private practice for you. We have to be adaptable and move with whatever possibility/opportunity that comes our way – and I am really looking forward to representing London within Physio First.

That said I would love some company and if anyone of you would like to support me as Alternate Officer, please, please, please come forward and let's do it!

So this being my first Update report, I would like to take this opportunity to very shortly introduce myself: I have been qualified as a Physio for 20 years specialising in sports injuries with orthopaedic on the side. (If that is a technical term) I have started, owned and sold my own private practice (I know what it takes!) and now divide my time between Physiomedics and my own soon to be active Physio EBooks/Apps Company.
Right enough about me. Let's talk about you!

What courses do you want running in London? What do you find difficult tackling on your own in private practice? Please contact me on the email address above.

Tina Nielsen-Talbot (Acting)

Mercia

Regional Officer: Angela Jackson
Tel: 01625 590444
Email: mercia@physiofirst.org.uk
4 Trafford Road
Alderley Edge, Cheshire
SK9 7NT

It is with great pleasure that I have taken over the role of Regional Officer for the Mercia area and I am delighted to be able to work alongside Sam Durnian as my Alternate. We hope to bring a rich and varied assortment of courses to the Region. We would like to hear from you all as to what you would like included in the annual programme. We will be considering evening meetings; mid-week and weekends so let us know your preference.

By the time this goes to press we will have hosted our first course on Trigger Points and eagerly await Tim Watson updating us on Electrotherapy on the 5 July at Bolton Arena. There are still spaces available and we would appreciate early bookings so that we know we can secure the course going ahead with guaranteed numbers.

Other courses for the diary include 'Body and Sole: Alignment and Correction' by Tony Gavin in September and then 'Pain Medication' in October. Further details of all our current Mercia courses and those in other areas are available on the web site: www.physiofirst.org.uk.

We look forward to meeting many of you soon and hearing your views. As Mercia Regional Officer and Alternate we hope to offer more of the courses you, the members, want to attend so please do contact us.

We value your suggestions and look forward to hearing from you and meeting you in the near future.

Angela Jackson

Midlands

Regional Officer: Salu Fellows
Tel: 07823 773555
Email: midlands@physiofirst.org.uk
Physio 4 Neuro
34 Stewponey Court
Stourton
DY7 6RH

A very enjoyable course in March 2014 – Phases of Back Rehab.

So back on track; Please book your courses at least one month in advance.

The next ones are:-
Saturday 13 September 2014, 'Myofascial Trigger Points and MSK Dysfunction' and the mandatory course on Friday 24 October 2014, 'Moving and Handling and CPR', Held bi-annually, so please book early.

Hope you enjoyed another excellent Conference. Wow... So much going on and such good international speakers.

Suzannah Solt was ratified as my Alternate at the AGM at Conference. Welcome to Suzannah, and I hope you will enjoy the post... it won't be too onerous... honestly! Frankly it is just a pleasure and hugely informative to be on the inside.

Have a lovely summer (when it does arrive) and do take care, kindest regards.

Salu Fellows

Northern Ireland

Regional Officer: Patricia Finlay
Tel: 07753 805 466
Email: northern.ireland@physiofirst.org.uk
Comber Physiotherapy Clinic
7a Newtownards Road
Comber
BT23 6PH

Dear N I Physio First members,

First of all a big thank you to all of you who made the effort to attend our AGM and lecture on the 9 April.... turnout was a little disappointing and thank you for the apologies but to all the folks who came along ... we were all excited in reviving our meetings and participation in promoting private practice physiotherapy here in Northern Ireland. I appreciate all comments and suggestions and it is great to see support and common ground amongst all of us. Thank you to Chris McNicholl for his interesting up to date talk and interaction on Interior Cruciate Ligament preventive work being investigated in the GAA world by SINI.

We would like to nominate a President post which has been vacant since the death of Jean Christie.... a dedicated Physiotherapist who is missed by us all.

We also discussed lectures and all present were interested in adolescent injuries, so I will request this lecture in June 2014 at the Regional Officer meeting. If anyone has any particular lecture requests please contact me. I will be getting together with the Committee in June, date yet to be organised, to plan another meeting and looking into lectures in the evenings. Our next Physio First lecture is 'Cycling Injuries' on the 13 September 2014 in the Ramada. Very appropriate due to the Giro d'Italia which started off on Friday 9 May 2014 in Belfast. Well done to all the riders and the Physio's

who were involved in this massive event It is also good to see members becoming involved in the increasing film industry here. . . this gives our profession great promotion in yet another sphere of care. Well done.

I will join the other Regional Officers in June for the bi-annual meeting and will let you know the recent news from Physio First. Thank you to our members and Committee for your continued support. Happy spring.

Patricia Finlay

North East

Regional Officer: Tracy Millar
Tel: 01912 603888
Email: north.east@physiofirst.org.uk
Lombard Physiotherapy Clinic
Citibase
12 Mosley Street
Newcastle Upon Tyne
Tyne and Wear
NE1 1DE

Hello North East Physio First Members!

May I start by saying how much I enjoyed the Physio First Conference this year - thank you to everyone who worked so hard to bring it all together!

And what a pleasure it was to get to meet some of you! Thank you to those who came and found me for a chat - the sashes worked I guess.... more sash wearing times next year I predict... or will it be hats?

Just to remind you that I am running four courses in the Newcastle area this year. The first one is 'Body and Sole: Alignment and Correction' with Tony Gavin on 5 July 2014.

Please have a look on the Physio First website for further details. And finally, as always, please get in touch with any comments, questions or concerns.

Tracy Millar

Oxford

Regional Officer: Deborah Elder
Tel: 01869 249749
Email: oxford@physiofirst.org.uk
The Bicester Physiotherapy and
Sports Injury Clinic
12 Kings End
Bicester, Oxfordshire
OX26 6DT

All has been quiet over the last few months in the Oxford Region. At present there is one course planned for autumn which is 'Cognitive Behavioural Therapy' on October 9 2014 at Middle Aston House, North Oxfordshire.

The aim of the course is to help the course participants to understand the differences between acute and chronic pain in terms of treatment and management approaches - to identify limits within existing treatment approaches and when to use a hands-off approach for chronic pain patients.

Our bi-annual Committee meeting for the Regional Officers and the Executive Committee is due to be held on 21 June 2014 and I will be attending. If there are any issues you would like me to raise then please send me an email. (You can do this through the Physio First website). Any observations are always welcome – for example, any 'intel' on recent activities of commercial intermediaries like slow payers or restrictive contract terms, can help to build an overall picture of the market and also flag up any 'repeat offenders'!

You are the 'eyes and ears on the ground' and unless feedback is received, it is impossible to identify any trends within the private physio marketplace.

Looking forward to hearing from you!
(Just not all on the same day as I don't think my inbox could take it!).

Deborah Elder

Scotland

Regional Officer:
Sandy (Alexander) Robertson
Tel: 01592 643600
Email: scotland@physiofirst.org.uk
Kingfisher Physiotherapy
West Bridge Mill
Bridge Street, Kirkcaldy
Fif, KY1 1TE

Planning is ongoing for the 2014 Scottish Physio First Conference which will be on 7 and 8 November 2014 at the Grange Manor Hotel, Grangemouth. We will be having a meal on the Friday and the usual trade stands, as well as a talk from Kate Griffin and Lynora Kennedy re their organisation Manual Lymphatic Drainage UK. Our main lecturer for the Saturday is Professor Tim Watson with two presentations on Electrotherapy and we also have Sid Ahamed talking on MSK Physio and Suzanne Brookes with a presentation on Cognitive Behavioural Therapy.

Courses in the Scottish Region for 2014 include a 'Cycling Injuries' course in October (Glasgow) and a 'CPR' course in Kirkcaldy in September. Details and information re bookings are on the Physio First website.

Sandy Robertson

South West

Regional Officer: Kathryn Stephenson
Tel: 01454 618525
Email: south.west@physiofirst.org.uk
Bradley Stoke Physiotherapy Ltd
Bradley Stoke Leisure Centre
Fiddlers Wood Lane
Bradley Stoke, Bristol
BS32 9BS

Once again Conference this year was an excellent one – if you haven't been before I'd recommend you give it a try next year – great for CPD, just catching up with other Physio's in the private sector, as well as visiting the trade stands.

Upcoming courses in the South West include Reg de Souza (in Bristol) for 'Headache Management with Acupuncture' in June, and in July

Mike Antoniadis is running the 'Five Phases of Back Rehabilitation' (near Exeter). Check the programme for later in the year in the Calendar of Events.

As usual please don't hesitate to contact me if you have any queries or feedback you'd like me to take back to Physio First. This is my 6th (and last) year as Regional Officer, and as some of you already know I am beginning to look for my successor – it is a great role which I have enjoyed (and not too onerous) – if you are interested and want any information please get in touch. Best wishes.

Kathryn Stephenson

Sussex

Regional Officer: Tobias Bremer
Tel: 0740 261 5097
Email: sussex@physiofirst.org.uk
7 Belmont Court
Belmont, Brighton
East Sussex, BN1 3TX

Hi Sussex!

It is with great pleasure that I can announce that Mr. James Gibbs is very keen to give a talk to the members of our Region on the latest developments in groin and pelvic surgery. I have asked him to tailor his talk to a Physio-audience so I am sure it's going to be interesting! The venue and date needs to be confirmed yet and in order to get an idea of numbers could you please email me at sussex@physiofirst.org.uk if you wish to attend. I'd really like to make this as accessible as possible to everyone. We also have some excellent courses coming to the Region and it would be great to see you there! Have a look on the Calendar of Events for full details! Please remember to book them early and tell your colleagues about them!

I look forward to hearing from you and remember to drop me an email so we can get the time and date set for our 'surgery talk'!

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

This Update follows fresh from Conference in the East Midlands; a brilliant weekend as usual with a lovely atmosphere and I would encourage you all to attend. The speakers proved

to be as stimulating and educational as promised, the trade varied with lots of 'freebies' and the food of great quality.

I think we all went home not only inspired but with practical elements to try out in our clinics that were backed up by a sound evidence base. It was great to meet a few more Trent (and general) members this year as though reluctant to wear a sash as a Regional Officer it proved to be a definite talking point and encouraged people to come and have a chat with me.

Trent has two Regional courses in place which are yet to run Sid Ahamed on 4 October 2014 and 'Myofascial Trigger' points in early 2015.

Please watch the Calendar of Events for further details.

The next full Committee meeting is in June 2014 so any suggestions, topics or queries to take to the meeting please get in touch and I can take them forward. Regards.

Belinda Holloway

Wales

Regional Officer: Diana Dear
Tel: 07940 878671
Email: wales@physiofirst.org.uk
1 Llys Alarch
Rhyl, Denbighshire
LL18 4QG

Hello Wales! I am the new Regional Officer and am looking forward to the challenges of representing a large diverse country with its distinct North and South identities. One of the challenges is the geography of the landscape with its central mountains, hills and National Parks with most of the population around the periphery. I had the idea that the best way to bring the Physio's in the North and South together would be to arrange courses

in mid Wales but soon realised this would involve everyone in long journeys due to the infrastructure of road and rail links which meander through the hills. Therefore, I am grateful to Girija Wagle the previous Regional Officer from South Wales who has agreed to act as my Alternate and will also continue to arrange local meetings there.

In the North, where I live, I would like to do the same and also arrange central courses here. First of all, where are you all? Is anyone interested in meeting socially and informally over a drink at a venue along the North Wales coast to discuss a way forward? All suggestions and ideas are welcome. Please contact me if interested, with a view to meeting up in June 2014.

May I also recommend to you Sid Ahamed's course on 21 June 2014 in Cardiff on 'Musculoskeletal Injuries in Sporting Children'. Having attended this course a few months ago, I can confirm he is an excellent communicator, welcoming discussion on the complexities and challenges of treating this specific group.

'The Art of Running' is also in Cardiff on 10 October 2014, but long before that I do hope to meet up with Physio First members in North Wales, so please get in touch by email. We need to raise the profile of private physiotherapy in this scenic part of Wales. Kind regards.

Diana Dear

Wessex

Regional Officer: Helen Mehrstens
Tel: 07860 136934
Email: wessex@physiofirst.org.uk
1 Woodside Gardens
Fleet, Hampshire
GU51 3EZ

Hello Wessex! I am delighted to be your new Regional Officer from April 2014 and I would like to thank Caroline Pepper for all her hard work that she has done for this Region in the last three years.

I would also like to thank my nominees who put me forward for this role and look forward to supporting you all by organising future Central and Regional run courses.

It was great to meet a few of you at the Conference which I am sure you will agree was such a fantastic event, very well organised and a high calibre of lecturers. I very much look forward to meeting more of you over the next few years. Caroline has arranged a Central run course on 'CBT' at Southampton University on 17 October 2014 so please book up early as I know it is an area of great interest and value to us all in our practices.

It seems to me that Wessex is not only Anglo-Saxon but a very large area! I am keen to continue the links that Caroline has set up for courses in Southampton but if there is interest from members in North Hampshire perhaps we can set up an additional venue in this area as well.

So please get in touch, I am here for you all and enjoy the summer!

Helen Mehrstens

Vacant Regions

- North West Met
- Surrey

Tips from the Team

www.physiofirst.org.uk

Membership certificates

Your Physio First certificate of Membership for 1 April 2014 to 31 March 2015 has been included in this current edition of the Update Newsletter. If you did not receive this, please contact the office on 01604 684960.

Thank you for renewing your Membership with Physio First for another year.

Don't pay for insurance that we do not need

We received this tip from a colleague.

Dear Colleagues,

I just want to make a point that could have caused me to pay nearly £500 for an insurance policy that I did not need.

The very brief background: several years ago with the advice from Physio First I took out extra Professional Liability Insurance as operating as a limited company I understood that the CSP policy did not cover my Limited Company. I later understood that last summer the CSP changed the terms of our Professional Liability Insurance Policy to include covering sole traders who chose to work as a limited company.

I raised this with Graybrook (from whom I had purchased the PLI cover for my company) at the end of last year and they contacted me to confirm that this was correct. Despite this however I was **still** sent a request to renew this policy with a premium request for £490 so I asked the question again and again they confirmed that my company was covered for PLI under our CSP policy.

So my point is, if I had not queried it, I may have easily paid up again.

I hope this may be of help.

Kind Regards, Claire Oldroyd

AGM UPDATE

The highest award that Physio First can offer is the Honorary Life Membership and this year the proud recipient was, Eric Nix.

The Executive Officers that were elected this year:

Honorary Secretary and Diversity Officer	- Margaret Revie
Honorary Public Relation Officer	- Sarah McGrail
Honorary Education and Research Officer	- Karen Winrow
Honorary Commercial Officer	- Margaret Rees
Honorary Conference Officer	- Amanda Marsh

The Executive Officers that were ratified this year:

Council Representative to the Executive - Sue England

We would like to welcome or welcome back the following Regional and Alternate Officers who have been successfully ratified:

Regional Officers

East Anglia	- Anne Wrightson
Mercia	- Angie Jackson
North East	- Tracy Millar
Northern Ireland	- Patricia Finlay
Scotland	- Sandy Robertson
Trent	- Belinda Holloway
Wales	- Diana Dear
Wessex	- Helen Mehrtens

Alternate Officers

East Pennine	- Glyn Smyth
Mercia	- Sam Durnian
Midlands	- Susannah Solt

We wish them all a successful term of office representing members in those Regions. Both Executive and Regional Officers contact details can be viewed under the 'Contacts' page on the Physio First website.

Vacant Regional Posts

North West Met
Surrey

Vacant Alternates Post

East Anglia
London
North East
North West Met
Northern Ireland
South West
Surrey
Sussex
Trent
Wales
Wessex

If you are interested in one of these posts, email Karen Willcock – Regional Officer Representative to the Executive ro.rep@physiofirst.org.uk.

“Mike was passionate, informative, practical and inspirational – this is one you should attend!”

“The Five Phases of Back Rehabilitation”

Mike Antoniadis

Cost: Online: £130 Member

Standard: £140 Member / £160 Non-Member

Dates and Venues:

BACK0714 Thursday 26 June 2014 – South Brent Village Hall, Devon

BACK0314 Friday 26 September 2014 – Haverhill Physiotherapy Clinic, Essex

BACK0614 Friday 03 October 2014 - Lombard Physiotherapy Clinic, Newcastle Upon Tyne

This is a very practical ('hands on') course that covers the theory, but more importantly, the practical application of "Back Rehabilitation" protocols, used for both acute and chronic back pain.

Participants will learn the techniques for getting patients back to an active life style or return them to sports and competition, how to progress patients through the Five Phases of Rehabilitation - from Pain management and Motion Retraining to Neuro-motor development and Sport specific preparation.

Participants will learn how to structure a physical therapy and rehabilitation programme to progress patients from the acute stage of pain management through to full fitness or return to sport and activities of daily living. These techniques are equally applicable to the older age group as to the 'weekend warrior', and an extensive course hand-out will be supplied.

So why should you attend?

By the end of the day you have the ability to:

- Understand the concepts, theory and practical application of Back Rehabilitation
- Learn how to simply and effectively assess your clients biomechanics, movement and core stability
- Learn how to design an individual prescriptive exercise programme based on your individual assessment
- Learn how to progress individuals and athletes through to end stage rehabilitation, power and speed development.

Following the course participants will be able to understand the principles behind the Five Phases of Back Rehabilitation and neuromuscular retraining, know how to structure and progress an individual Rehabilitation Programme, including training and programmes for recreational and elite athletes.

The success of all courses in the Physio First Education Programme relies on minimum delegate numbers. If that minimum requirement is not achieved it is likely the course will be cancelled. So, if you see a course you like, please book it straight away!

For more information and online booking visit **www.physiofirst.org.uk**. Alternatively contact the Physio First Education Team on **01604 684968** to book a course straight away or email education@physiofirst.org.uk.

Physio First Conference 2015

Soft Tissue. The Hard Truths!

East Midlands Conference Centre, Nottingham, NG7 2RJ
28 - 29 March 2015

After a very successful Conference we are pleased to announce the 2015 Conference, entitled **"Soft Tissue. The Hard Truths!"** Conference continues to be the "not to be missed" Physio First Event of the year and 2015 promises not to disappoint! We will be bringing you an impressive line-up of both international and home-grown lecturers.

Conference Speakers and Lectures:

Professor Dr. Deborah Falla Department of Neurorehabilitation Engineering, University Medical Centre Goettingen – Germany

- Reorganised Motor Control in Neck Pain and the Benefits of Training.

Lyn Watson B App Sci (Phty) Grad Dip Manip MPAA Sports Physio – Australia

- Multidirectional Instability of the Shoulder? What is it? Does Physiotherapy Work? Where to for the Future?
- Clinical Evidence Based Approach for Selection of Shoulder Rehabilitation Strategies.

Professor Jill Cook PhD, PGManips, Grad Cert Higher Ed BApp Sci (Phty) – Australia

- How do Tendons Respond to Load: Directing Rehabilitation by Evidence.
- Funky Treatments: Where is the Evidence?

James Butler, Business Coach, Painless Practice - UK

- From Transactional to Transformational. Top Tips for Building a Practice that is Resilient to Changes in the Current Healthcare Market.

James Earls Director, Anatomy Trains – Myofascial Body Worker – UK

- Anatomy Trains and their Contribution to Everyday Movement?

Professor Tim Watson PhD BSc MCSP DipTP – UK

- Electro Physical Agents and Tissue Repair: Can we Really make a Difference?

Tim Beames MSc BSc (Hons) MCSP – UK

- Altered Body Perception and Pain.

Sam Singh MA MRCS FRCS (Orth) Consultant Orthopaedic Foot and Ankle Surgeon, Guy's and St Thomas' NHS Trust, London – UK

- Ongoing Pain Post Ankle Sprain. A Practical Guide on Assessment and Treatment Options.

Members and Non-Members Welcome

Bookings open 01 September 2014

For more details contact Alice 01604 684968 / alice.kettle@physiofirst.org.uk / www.physiofirst.org.uk

