



RLCSP Newsletter

JUNE 2014

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THE latest news for Remedial Masseurs & Manipulative Therapists

The word from the top

Health care professionals are very special people. We hear about the odd one involved in fraud, or injuring patients, or abusing children. The reason it is such news is at least in part because it is so unusual. Most HCPs are hardworking, dedicated people determined to provide the best for the patients they see. This is undoubtedly the case with the manipulative and massage therapists because the role involves so much more than just musculo-skeletal therapy. You talk to patients, you sympathise, you support, you encourage and you care about them. If asked, "what is the most important of your skills?" what would you say? Knowledge; yes certainly; manual dexterity; undoubtedly, effective treatment planning and execution; indubitably; collecting fees efficiently; well yes but I would suggest that most important of all is compassion.

Compassion is derived from the Latin words Cum Passus, which mean to suffer with. Compassion has the smoothness of whipped cream, the texture of the softest of long haired Persian cats; it glitters like gold and sparkles like a diamond. It is a requirement in religion. Whether you are Christian, Buddhist, a Jew or Islamic all talk of a God or Prophet as the Father of Compassion.

Compassion is so much more than caring. It is the close involvement with people which comes from the physical contact of treatment. We can wish for safety and happiness for our patients but that is not compassion. We can do everything in our power to avoid pain, fear or discomfort but that is not compassion; it is professional. Compassion is support, mindfulness, being aware, being non-judgemental, being skilled. Perhaps just being there. The warmth of the bond I see when I meet your patients shows clearly that there is something special; something more than caring. You are all very special. It is my privilege to work with you.

Have a happy Spring and Summer.

Dr. Paul Lambden
President



Fozzy's Forum

fozzy@fosterclinic.co.uk

Renewal of insurance and membership:

Thank you to the majority of members who renewed both insurance and membership promptly. The insurers were less than pleased with some members who insist on delaying the payment of the insurance premiums. In times past the insurers would allow a period of grace and even back date cover to ensure continuity of cover for LCSP Members. This possibility is no more if a renewal is not paid when it is due then you technically are not insured, and the insurers have made it very clear that if members are late in paying the premium then they will have a gap in their continuity of cover, this could mean that if a claim comes in several years later and one of the dates involved happens to be in that small window when you were not covered, then the insurers could and will step back from the complete claim and any costs involved with have to be borne by the therapist themselves. We all have to be professional in all aspects of our working life and our insurance cover is an integral part of that professionalism.

Annual General Meeting:

This is being held at 1900 on Friday 20th June at the Holiday Inn, Castle Bridge Road, Nottingham, NG7 1GX. The relevant AGM papers are enclosed with this Newsletter together with a proxy voting form if you cannot attend. Please do endeavour to support the Register as it supports you, it is only with a two way exchange of information that we can continue to improve and tailor our services to your changing needs. If you are intending to come to the meeting please either telephone or e-mail the office simply so that we can prepare a CPD certificate in your name and provide catering for the evening. There is no cost involved, this is a FREE event.

Regional Meetings:

The next opportunity for a Regional Meeting will be Friday 17th October at 1900 at the Holiday Inn, Ipswich Road, Norwich NR4 6EP. There will be topics of interest and the opportunity for information exchange with friends, colleagues and Board members. As with the AGM let the office know if you wish to attend so the appropriate arrangements can be made.

There are still a few random e-mails coming in requesting a large number of massage appointments for a sporting group supposedly coming into your area, often they are requesting anything up to 6 appointments per day for anything up to a week and even are offering to pay up front, sounds too good to be true? It is, delete and ignore.

Secondly we have been contacted by some Members who have been telephoned by a so called publishing

company purporting to be printing a directory on behalf and in conjunction with the NHS listing therapists and therapies for GP surgeries contract work. The callers state that they have been given your details by your Professional Association and as such we are endorsing the product. This is NOT the case; we would never under any circumstances give your contact details to a third party. These directories have done the rounds before but look like they are trying it again. Be warned.



CLINICAL TIP

You may be asked by a newspaper to contribute an article or comment. This may be for one of several reasons.

- a) As a general informative piece about a specific disorder or symptom
- b) Because you are putting yourself forward as an expert in the management of a particular condition (and another local practitioner may be at the centre of criticism about some aspect of his professional activities).
- c) Because you yourself are at the centre of a controversy about treatment or professional conduct and the local paper wants the story.

Managing the press is a huge topic but below are some general points to keep in mind:

1. If approached by a newspaper when in personal difficulties with a patient or the regulator, notify the LCSP and the insurer immediately and get advice from an in-house medico-legal adviser.
2. If 'doorstepped' do not say 'no comment' because it could be translated into obstruction or imply a guilty secret. Explain you are busy and agree to meet the journalist at a time and place of your choosing (and ensure you do 1. beforehand)
3. Prepare for the meeting. Ensure your knowledge is sufficient. Look up the answers to any professional questions you may be asked.
4. Prepare a written statement. Get it checked by the medico-legal adviser. Give the journalist a copy. It will probably be used as the basis for any article.
5. Stick to the facts. Don't be drawn into speculation.
6. Don't say more than you wish to because the journalist is pushy.
7. Be positive.
8. Do not discuss any aspect of a particular patient without their express written consent.
9. Do not comment on the work of other clinicians.
10. Stop the interview if you are concerned about the direction in which it is going.

If you are worried by a journalist do NOTHING without advice.



Home Based Clinics or Commercial Clinics Lockton negotiates bespoke solution for LCSP members

Many aspects of the insurance industry can be confusing, no more so than the personal household sector.

We understand from LCSP members that Insurance companies are refusing to insure home working therapists when certain criteria are not met. Once it has been established that a therapist with patients regularly visiting the home address for treatment, the answer is nearly always a polite 'no thank you'.

We believe this to be unreasonable; nobody should be penalised for choosing to use their home to carry out their day-to-day profession. Having met and spoken to a large number of therapists that work from home, and more importantly having understood their needs, we have, in partnership with Sterling Insurance, negotiated a bespoke insurance package that not only fulfils all personal insurance needs for someone working from home but also does so at a competitively priced premium.

The key components of the cover are:

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Christmas, wedding and other gifts - £10,000
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Loss of Income - £5,000

Business equipment

Business equipment at your home - £20,000
Business stock at your home - £10,000
Personal Money held in connection with your business £5,000

Property owners' liability

Property owners' liability - £10,000,000 – extended to cover paying visitors

All LCSP members will benefit from an added 10% discount on top of the already competitive rates.

Please call Sterling on 03332 205511 and mention that you are a member of the LCSP.

Clinic Insurance

We are also working with another company to develop a bespoke Clinic Insurance policy suitable for LCSP members. The intention is to provide cover for commercial clinical premises with the package consisting of Buildings and Property Owners Liability, Contents and Property Occupiers Liability, Employers Liability, Business interruption, Stock, Loss of rent etc.

We are creating a partnership with a company that specialises in providing surgery Insurance to the GP and Dental sector, with the advantage being that the policies currently being used in this sector have been tried and tested over many decades.

If you feel the need to explore this issue further, please do contact me for more detailed information.

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How the website is performing

Since the turn of this year the LCSP website has had in excess of 3150 unique visitors, with over 12,662 pages viewed by these visitors. On average each person who has come to the website has spent over 2 minutes on the site and has viewed 3 pages.

This traffic to the website has come from over 90 different sources; these include the search engines, from links on other organisations and members' websites and users going direct to the website.

Looking at the data we have we can see that some of the members have had over 50 people view their profile during this period of time. However, we feel the members who have enhanced their profiles are getting viewed more and therefore have increased the chance of getting new clients through the website. Also during this time there have been several enquiries from the public searching for practitioners in certain areas, who have not been able to find a therapist as they have not listed their full details and areas they cover.

Still a lot of members have not taken the opportunity to create an enhanced profile which will help promote their business. Full instructions on how to create an enhanced profile are on the entry page when you log into the members only area. If any members need assistance to update their profile or have lost their password please feel free to contact Jeff Gray at No Worries Marketing Solutions Ltd on either 07951 954889 or jeff@noworriesmarketing.co.uk

When logged into the members' area there are opportunities to socially network and create discussions on the forum. Also members can use the noticeboard to advertise for free.

The more content we add to the website will help with the site's rankings on the search engines, which in turn should see a rise in traffic to the site, which should equate to more membership enquiries and also more enquires directly to the practitioners from members of the public seeking treatment.



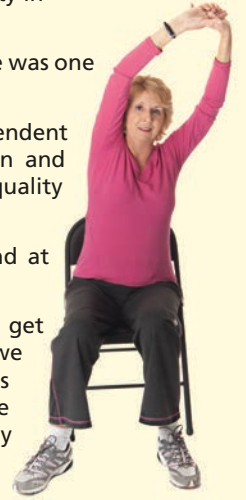
Congratulations to Cathy Harland from Whitby, North Yorkshire, who has just completed a course called 'Move it or Lose it' with Julie Robinson working with the Rheumatology department at Birmingham University in conjunction with Professor Janet Lord.

Cathy was one of the first 12 to qualify in May this year and this course was one of the first 'evidenced based' courses to run in the UK.

Cathy said "With people living longer and the need to maximise independent living, chair based exercise programs are an ideal way to maintain and improve strength, flexibility and coordination thereby maintaining quality of life."

Further information on this type of work and courses can be found at www.moveitorloseit.co.uk

Cathy continued "working as a Remedial Therapist we too don't get any younger and not all of us like to work in the area of sport and we have our own health issues to consider, our hands being the obvious one. This new therapy approach for older people has given me the opportunity to continue to help people but also take the strain off my own hands, legs and feet".



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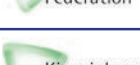


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Date	Venue	Course Info	Cost:	Provided by:
30th - 31st May 2014	The Poplars, Laxfield Road, Stradbroke, Suffolk, IP21 5HX	Touch for Health 2 2 day workshop	£195.00	 Kinesiology Federation
20th June 2014	Holiday Inn, Castle Bridge Road, Nottingham, NG7 1GX	LCSP AGM and Regional Meeting	FREE	
5th - 6th July 2014	The Complementary Healthcare Practice, 94 Ock Street, Abingdon, Oxfordshire, OX14 5DH	Becoming a Creative Bodyworker	£170 for 2 days, £90 for 1 day	 Kinesiology Federation
12th July 2014 10am - 1pm or 2pm - 5pm	The Poplars, Laxfield Road, Stradbroke, Suffolk, IP21 5HX	Energy Awareness - Summer Workshop	15 per session	 Kinesiology Federation
5th - 6th September 2014	The Poplars, Laxfield Road, Stradbroke, Suffolk, IP21 5HX	Touch for Health 1 2 day workshop	£195.00	 Kinesiology Federation
20th - 22nd September 2014	The Complementary Healthcare Practice, 94 Ock Street, Abingdon, Oxfordshire, OX14 5DH	Perceptual Bodywork - Professional Creative Kinesiology Training	£330.00	 Kinesiology Federation
11th - 13th October 2014	Britannia Hotel, Leeds	Advanced Training for Hendrickson Method Practitioners for Lower Quadrant	£390.00	 flexible healing A POSITIVE APPROACH TO INJURY
16th - 19th October 2014	Rombalds Hotel, Ilkley	Hendrickson Method Upper Quadrant Workshop (Level 2)	£445.00	 flexible healing A POSITIVE APPROACH TO INJURY
17th October 2014	Holiday Inn, Ipswich Road, Norwich, NR4 6EP	LCSP Regional Meeting	FREE	

For more information or to book, please contact the course provider on the details below:



Presented by: Rachel Lead – Qualified TFH Instructor with the International Kinesiology College

Bookings and Cheques to Rachel Lead, Poplars, Laxfield Road, Stradbroke, Suffolk. IP21 5 HX

If you need more information on any of our workshops, please contact us by: Tel: 01379 388031 or 07733 105752

Email: rachelpb@creativekinesiology.org

Web: www.ikc-info.org



Presented by Sue Bennett FLCSP (Phys)

Bookings and cheques made payable to "Flexible Healing"

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