



NLCSPP Newsletter

JANUARY 2015

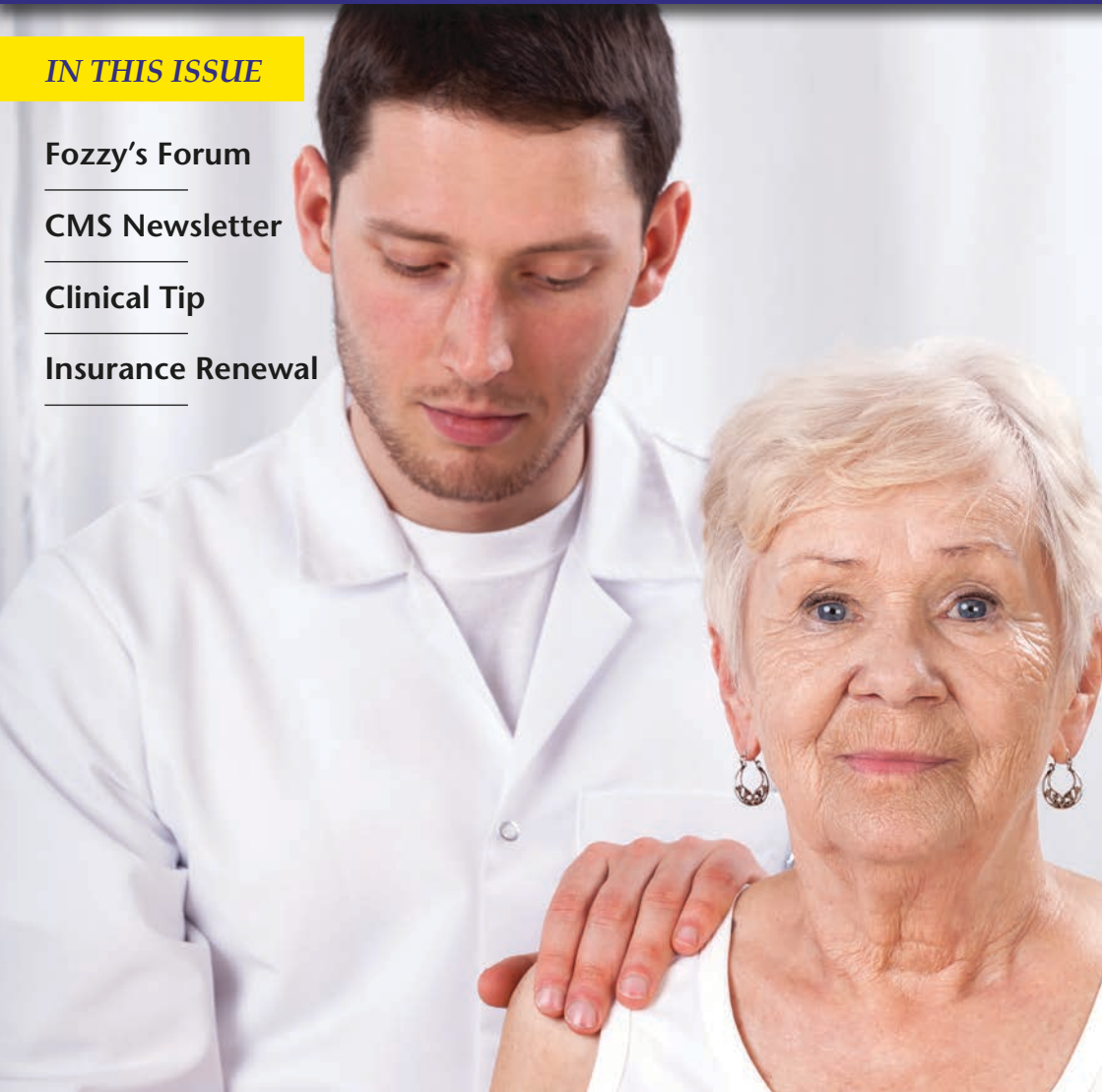
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The word from the top

The decorations have gone, the tree is down, the dyspepsia has subsided and the New Year is upon us. A general election year, a year predicted to provide us with increased austerity and a year which will increase the challenges for the provision of health services. For the NHS, the service appears increasingly as though it is under siege from patient demand, the private sector for some remains buoyant and for others continues to be depressed. For LCSP members the challenges will continue to be present and the screws of financial stringency, regulation and patient demand will probably tighten a little more.

I have been thinking about regulation recently. At a Board Meeting during the year I was discussing the issues surrounding consent and the increasing pressure across the health service for chaperones to be present or at least offered. Clearly chaperones are available without too much difficulty in hospital outpatients' or wards or in large general practices in primary care. However, for the LCSP member, often working alone, to provide a chaperone may be extremely difficult if not impossible. Recommendations exist in the Professional Standards documents issued by medical and other regulators. I was therefore surprised to hear a Board member say that it was unreasonable to expect a chaperone, not because of cost or convenience, but simply because it was not necessary given the close professional relationships which develop between massage therapists and their clientele.

Because my work is mostly medico-legal in nature, my comments are based on documented requirements but those comments made at the Board have given me pause for thought. Thirty years ago, healthcare was very different. Trust was the focus of care, success was enthusiastically accepted and, if things did not work out, there was still appreciation and the acknowledgement that you had tried your best, which of course you had. Now it is all about demands rather than needs, expectations rather than requests and results rather than efforts. Across healthcare now it seems that no-one is allowed to fail. "You did your best" has given way to so often demanding recompense for a disappointing outcome. Perhaps LCSP members are the exception to the rule. Whenever I meet members I am struck by the caring and committed approach to care; the fact that it remains a largely home-based organisation, with long appointments and real kindness in a way that other professions cannot offer (however much they might wish to). Certainly, and hopefully without tempting fate, complaints are very few for LCSP members and I have never seen one about a chaperone. I suspect that, in the fullness of time, the bureaucratic dead hand of the law will overwhelm the kind and caring approach of the home-based clinician but it will be retrograde and we shall lose a very special relationship for ever.

May I wish you all a safe, successful and profitable 2015.

With kindest regards

Dr. Paul Lambden

President



Fozzy's Forum

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Firstly a sincere 'Happy New Year' from me!

I do hope that this year brings you each health, happiness and contentment. I am ever more reminded that we, the LCSP Register, are now only 4 short years away from a major milestone for any organisation or institution and that is of course our Centenary!

How do we begin to mark such a momentous occasion? It can never be considered too early to plan for such an event, myself and the Board are more than open to ideas and suggestions that you may have so please give it some thought and if you have some suggestions then please let me know, we will look at all possibilities and take appropriate steps to endeavour to mark this milestone in an appropriate way.

Although looking forward to 2019 is in itself important it is also necessary and important to look of course at ourselves and the year ahead in terms of business. So what do you want and wish 2015 to bring you in terms of your business and therapy development? Some things may be straightforward to organise and plan such as sourcing and booking that course or training that you have really wanted to do for some time, a revamp of an office procedure, patient documentation and record keeping etc.

Other wishes such as an increase in patient numbers and therefore business turnover take a little more planning but nevertheless are achieved in the same way and that is with a strategic plan to take you to the target whatever it may be.

Some people take the attitude of thinking that because times are difficult for people and they don't have spare financial capacity to pay for treatments they are put off from increasing treatment charges, even the smallest increase despite your own core costs probably increasing. So it makes even more sense to try to increase patient numbers. There are others who take the contrary viewpoint and believe that the best time to develop or build a business is in harder times.

Whatever your situation the basic business principles apply, and let us clarify one important basic fact. We are all 'in business', I accept we are in a tactile, caring, people profession and many if not all our patients are indeed friends, however it is still our business and the source of many of our incomes, it pays the bills! We must never lose sight of that basic fact.

With any business development, be it small or large, you have to first take a critical look at yourself and your business and appraise 'where you are' at the moment, commit this work to paper and be honest with yourself, if you are less than honest then the only person you are fooling is yourself. Then write down your ideas, hopes, aspirations whatever they may be and critically think 'where do you want to be?'

You now have your present situation and your ultimate destination or goal. Now it is a case of how do you get from one to the other. It is no different to planning a journey, in business it has always been true that if 'you fail to plan, then you are planning to fail'.

Naturally keep the objectives reasonable and achievable; of course we would all like a seven figure income next year, it could well eventually happen but start with smaller advances and build on it with smaller time frames. It could well be that you wish for a £100 per week increase in turnover within the next three months, or an increase of five new patient consultations per week over the same period. These are achievable and possible and then can be built on to take you further towards a longer term goal. With a starting point, a goal and now a time frame you can plan an appropriate course of action to take you from one to the other. Maybe consider a SWOT analysis, write down what you believe to be your Strengths, your Weaknesses (we all have them), the Opportunities you can see and any perceived Threats you may have. This will give you all the information you need to put into place a business plan to take you forward.



In terms of business development for our particular 'hands on' therapy profession in many respects there has never been so many things in our favour promoting our own particular skill sets. Here are just a few that have been noted, reported and documented in studies, reports and media;

'Get Well UK' study proved the effectiveness of massage treatments within GP surgeries in reducing drug costs and relieving soft tissue pain.

'National Institute for Clinical Excellence' (NICE) – published and stated the preferred treatment option for Musculo-Skeletal back pain was soft tissue massage and acupuncture.

Front page of the Times Newspaper and other national press together with national news coverage on the effectiveness of soft tissue massage again for back pain.

The length of waiting time now for NHS treatment for MSK related conditions or indeed if any treatment is available, some areas even have a 'no hands on contact' policy.

With all this published positive opinions available it has to be an amazing opportunity for therapists to extol the treatments that we provide, not only is our hands on therapy what the patients are asking for but there is published evidence that it is the most effective form of treatment available....how can that not be to your and my advantage?

The information to back up the effectiveness of your skilled treatments is there for all to see and use to the best advantage, we have always known that our patients were in 'skilled and trained hands' you can now prove it.

I am very well aware that this is a very personal exercise, each person's hopes, wishes and desires will be different as would be each individual business plan, some straightforward some far more complicated and detailed, however, regardless of size and complexity the underlying principle will always be the same.

I do not profess to be an 'expert' in this field, I am merely coming from the point of experience, I have been in full time practice for 31 years and continue to work with patients, we have many other similar experienced practitioners over the Country who like me are only too happy to assist newly qualified practitioners and act as mentors or offer advice and guidance.

Fozzy



NO DAYS OF GRACE

Renewal of LCSP Member's Insurance Cover

The new renewal process, introduced last year, worked reasonably well. The biggest change was that insurance renewal became conjoined with membership and payment was collected by the LCSP.

The one slight complication was the number of people that were very late in renewing. The problem with late renewal is serious. You will not be indemnified for any incident that occurs after expiry of the current insurance policy (28 February) unless you have renewed the policy. This is standard throughout the insurance industry.

There are no days of grace for these types of policies and you MUST confirm your instructions and pay for your membership /insurance by the end of February. Otherwise seeing any patients from 1 March onwards would be in breach of professional standards and could be illegal if you come under statutory regulations (HCPC or similar). Remember that the LCSP assures members of the public that its membership is vetted, professional and insured.

If you attempt to renew your policy after the renewal date you will be required to complete an additional declaration to confirm that you are not aware of any circumstances that might lead to a claim. Also it should be noted that insurers are under no obligation to support your application after 1 March. In addition there is a lot more work for everyone but more importantly you are left with a potential GAP in cover that could be disastrous.

We are in constant discussion with Brokers and Insurers to finalise terms and improve the application process. We will aim to ensure that by 1 February you will have available details of costs (not likely to be much different to last year – we are striving to contain any rise to below 5%).

Reducing the paperwork burden reduces cost and we are working on a web based renewal process so please look out for information from the office providing you with the instructions that will make managing the renewal much simpler.

Please please make sure you have dealt with the application and process in good time and ideally a week or two before 28 February.



LCSP CLINICAL TIP

Whistle-blowing is a horrible term. It conjures up unpleasantness and 'grassing' on a colleague. There is a built-in reluctance in most of us to report the activities of a fellow practitioner because, after all, 'there but for the grace of God go I'. So it is very difficult to do, but there are reasons why it may be equally difficult not to do so.

- Your patients trust you to treat them to the best of your ability. If your colleague's practice is poor, is that fair on the patients who submit themselves to him or her? Not only may such a clinician damage their own patients but they may damage the reputation of the whole profession too.
- You expose yourself to risk if you knowingly do not report a colleague who works while unfit or inadequately skilled. If the regulator discovers that you knew but did not act, the penalty for you may be as harsh as that for the clinician whose standards are in question.
- Professional indemnity costs depend on the number and value of claims. An incompetent practitioner may get claims and, in consequence, the high calibre practitioners end up carrying the costs of their poorly skilled colleagues.

It is often difficult to know for sure if your colleague is performing poorly. Do not report on the basis of gossip. You need evidence. If you have concerns consider:

1. Talking to the practitioner. It may be difficult or he or she may not co-operate. However you may find out if there is something seriously wrong.
2. Tell a senior colleague or discuss with your professional body.
3. If you are genuinely concerned report the clinician to the regulator.

Sometimes practitioners are unwell and may lack insight into their difficulties. Regulators have health committees to assist and support them. Often however, whistle-blowers end up wrestling with their conscience. However doing nothing may result in damage to patients, professional and even financial damage and, if the regulator finds out, you could be in front of the professional conduct committee yourself. So think carefully if you ever have concerns.



Do the Right Thing



Member Newsletter

January 2015

www.caradocmedicalservices.co.uk

Welcome to the latest Caradoc Newsletter with the latest news and special offers for members.

Caradoc Buying Consortium is not-for-profit, free to join and has no membership fees. Always quote 'Caradoc Medical Services' to suppliers to get Caradoc pricing and special offers. If you have any comments or questions, please send them to Peter.Masters@shropdoc.nhs.uk

Caradoc Shop

The new online Caradoc Shop will be launched in February and has been especially designed for our massage therapist and osteopath members.

The shop brings together a range of core products handpicked with you in mind, to help save both time and money.

The site will continue to be updated and developed over the coming months as we make changes to reflect your comments and feedback.

www.CaradocMedicalServices.co.uk

And if you don't see what you need in our online shop, Caradoc has nearly 100 suppliers covering a wide range of products and services including....

- Stationery and office supplies
- Medical supplies and equipment
- Telephones and mobiles
- Electricity and gas
- Uniforms
- Janitorial consumables
- Testing and Calibration
- Insurance
- Employment support, and much more...

You can place your orders directly with the suppliers. Make sure you quote 'Caradoc' to get Caradoc discounts and terms.

Contact Caradoc on **01743 454 900** for details of suppliers or login to the Member Area of the Caradoc website: www.caradocmedicalservices.co.uk/login



Stationery and office supplies



Medical supplies, equipment and furniture



Treatment room and janitorial supplies

Launching in February

FREE HR Advice Line for Caradoc Members: Employment Law and Health & Safety advice

Exclusively available to Caradoc members the dedicated service is there to provide initial advice and guidance on HR, Employment Law and Health & Safety related matters to employers.

FREE HR Advice Service:

To access the service call **0844 892 3902** and quote **CARADOC**
Monday to Thursday: 8.30am to 5.30pm
Friday: 8:30am to 5:00pm

Or email advice@caradocmedicalservices.co.uk

Date	Venue	Course Info	Cost:	Provided by:
7th - 10th February 2015	Britannia Hotel, Leeds	Hendrickson Method Lower Quadrant Workshop (Level 2)	4 days workshop £445.00	 flexible healing TRAINING FOR BODYWORK PROFESSIONALS
13th -14th February 2015	The Poplars, Laxfield Road, Stradbroke, Suffolk, IP21 5HX	Touch for Health 1	2 days workshop £195.00	 Kinesiology Federation
28th February 2015	Britannia Hotel, Leeds	Hendrickson Method Study Day - Exploring the Nervous System	1 day workshop £150.00	 flexible healing TRAINING FOR BODYWORK PROFESSIONALS
8th March 2015	Unit 3, Hawthorne Business Park, Lincoln Way, Clitheroe, BB7 1PL	Therapeutic Ultrasound (using a multifactorial approach)	1 day workshop £120.00	 NJD SPORTS INJURY CLINIC
13th - 14th March 2015	The Poplars, Laxfield Road, Stradbroke, Suffolk, IP21 5HX	Touch for Health 2 (pre-requisite TFH 1)	2 days workshop £195.00	 Kinesiology Federation
21st March 2015	Leeds Pilate Place, Chantry House, Victoria Road, Leeds, LS5 3JB	Lower Crossed Syndrome	1 day workshop £150.00	 flexible healing TRAINING FOR BODYWORK PROFESSIONALS
11th April 2015	Unit 3, Hawthorne Business Park, Lincoln Way, Clitheroe, BB7 1PL	Bikefit Package (3 step integrated package)	1 day workshop £120.00	 NJD SPORTS INJURY CLINIC
12th April 2015	Unit 3, Hawthorne Business Park, Lincoln Way, Clitheroe, BB7 1PL	Cycling Injuries (Cause/Prevention/ Treatment)	1 day workshop £125.00	 NJD SPORTS INJURY CLINIC
18th - 19th April 2015	Leeds Pilate Place, Chantry House, Victoria Road, Leeds, LS5 3JB	Introduction to the Hendrickson Method	2 days workshop £315.00	 flexible healing TRAINING FOR BODYWORK PROFESSIONALS
10th May 2015	Unit 3, Hawthorne Business Park, Lincoln Way, Clitheroe, BB7 1PL	Treating Lower Back Pain (using a multifactorial approach)	1 day workshop £125.00	 NJD SPORTS INJURY CLINIC

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 5HX

If you need more information on any of our workshops, please contact us by:

Tel: 01379 388031 or 07733 105752

Email: rachelpbck@gmail.com

Web: www.ikc-info.org

Presented by: Nicholas Dinsdale BSc (Hons), MSc Sports Injuries & **Nicola Dinsdale** BSc (Hons), MSc Sports Injury Rehab (ongoing)

Bookings and Cheques to “Nicholas Dinsdale” Unit 3, Hawthorne Business Park, Lincoln Way, Clitheroe, Lancashire, BB7 1QD

If you need more information on any of our workshops, please contact us by:

Tel: 01200 427 457

Email: nick@njdsportsinjuries.co.uk

Web: www.njdsportsinjuries.co.uk

Presented by Sue Bennett FLCSP (Phys)

Bookings and cheques made payable to “Flexible Healing” 45 St David’s Road, Otley, West Yorkshire, LS21 2AW. Or alternatively book and pay online

If you need more information on any of our workshops, please contact us by:

Tel: 01943 461 756

Email: info@flexible-healing.co.uk

Web: <http://training.flexible-healing.com>