

NOVEMBER 2011



LCSP
Newsletter

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The word
from the top...



I set out from Cwmbran by car heading for the recent meeting in Exeter, easy journey according to the sat nav, M4 and M5 total travelling time of 1hr 45mins. Something over 3 hrs later I am still 'arriving' I have always said that motorways don't like me! However, autumn is a delightful time to travel, the glorious colours of nature were all around and the bright sun although very low sometimes making driving difficult was spectacular over the South West. Fortunately with leaving in the morning I was still in good time for the evening meeting, my first job was to present the LCSP Golf Trophy to Doug Powell from Uttoxeter who had clinched the title earlier that day. Next was to introduce Steve Foster who gave his presentation on validating and proving the effectiveness of your work and using this proof to obtain corporate contracts backed up with some very impressive figures. 'To teach well is to be a lifelong student'. We ended the evening with questions and then food and drinks to fill our bodies as well as our minds, it was a joy for all.

Viv Pugh

'Remember your roots'

Massage has been described as the manipulation of the soft tissues of the body and has proved to be of immense value when correctly applied. It can lay claim to be one of the oldest forms of healing. Hippocrates, himself a masseur, preached that 'hard rubbing binds a joint that is too loose, and loosens a joint that is too tight'. Massage is a potent agent that affects either directly or indirectly every function of the human body. The skilful application of massage can optimise the physiological status of the body, invigorate the circulatory systems of both blood and lymph and heighten the awareness of the central and peripheral nervous systems. Even if we are incapable of physical exercise and mobility then massage becomes an indispensable substitute to help maintain this complicated machine known as the human body.

Never underestimate the value of the service you provide, the power really is in your hands, use it wisely and use it well, for it will never let you down.

Viv Pugh

The NEW website



Our new website is nearly here and with many exciting new features we've made the site more professional and easier to use. Our approach has been two-fold, to improve the site for our membership and to establish the LCSP as a directory for the general public.

The key to establishing the LCSP as **the directory** to find massage practitioners is also two-fold: firstly we have made greater prominence of the **search facility** and greatly improved its function, the visitor can now use any combination of town, name or keywords to search the directory, and can now refine search results too. Secondly we have **improved the directory entries**, allowing each member a listing page that can be fully search engine optimised to bring visitors to the site. We can also offer an **enhanced profile facility** for members to take their basic listing on a level, members can now really sell their practice by adding additional information on their business and extra search engine keywords, for example if you are a massage therapist based in Edinburgh, then your listing could be found on Google through the keywords "massage therapist" and "Edinburgh." We will provide statistics showing how well your profile is performing, and help to bring in more viewers.

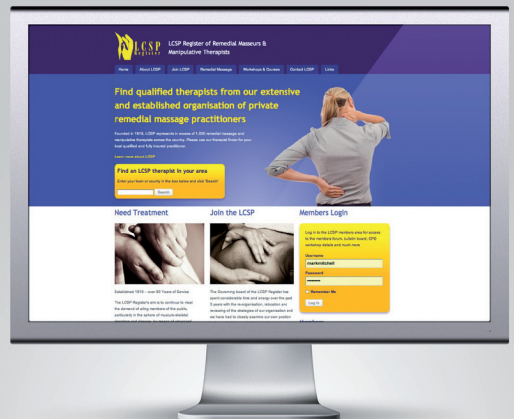
The enhanced profile is an additional £50 on top of the annual membership fees but we are giving you the opportunity to try the full features **free of charge until March 2012.**

We feel that with this new purpose built site then our members will be able to network with fellow peers and it should help to attract new members so that our organisation grows and becomes stronger.

The new **members' area** has all the features that were in our previous site along with **full networking facilities** allowing members to interact with like minded professionals. **Groups** and **Discussions** can be created on whatever topics you like, from CPD workshops to advice and resources on how to get new clients and improve your business.

Members and new members will now be able to **pay membership fees online** through our new ecommerce facility

All members will be contacted over the next few weeks and if you would like to preview the website then please contact **Jeff Gray at No Worries Marketing Solutions** on either **0795 1954 889** or **jeff@noworriesmarketing.co.uk**, who will happily give you a tour of the facilities





REGIONAL MEETINGS:

These continue to be a success with members feedback consistently reporting how useful they find the presentation given by Steve Foster on the use of 'Outcome Measures'. These are a tool to validate and prove the effectiveness of remedial treatments and how this information can be utilised to offer treatment facilities to corporate clients and assist in generating more business for individual therapists. Members also welcome the opportunity of meeting the Governing Board themselves and having the chance to put questions face to face.

The next Regional Meeting will be held at the Mecure Bolton West Hotel on Friday 10th February 2012 at 1900 hrs. These are free events for members and certification will be given for CPD. Please notify the office if you intend to attend to allow us to prepare certificates and arrange the required catering for attendees.

LCSP REGISTER GOLF CHAMPIONSHIP 2011:

Played in near perfect conditions on the Championship course of Woodbury Park Golf Club, Woodbury Castle near Exeter. Our sincere thanks go to 'Locktons' who very generously sponsored this years event and coming in as our superhero and Champion by the narrowest of margins was Doug Powell from Uttoxeter. The trophy was presented to Doug by the President at the evening Regional Meeting. Fozzy's claims for re-counts, stewards inquiries and drug testing the winner were dismissed by all as just 'sour grapes'.

REGISTER PERSONNEL:

Mike Spivey has tendered his resignation from the Board due to personal circumstances. We take this opportunity to thank Mike for his input during his term of office and we wish him and his family well during this difficult time for them. Given the resignation of Mike, the Board has opted Russ Jenkins of Swindon to replace him

until the next AGM.

We also have to announce the retirement of George Kendall, for health reasons, who has served in the capacity of Welfare officer for the past 8 years. Many people will be unaware of George and indeed his role, but similarly there are many members who owe George Kendall a very great debt of gratitude, for the help, advice and personal involvement he has shown in their respective times of troubles or distress. The role of Welfare Officer is one that George has so aptly and conscientiously filled, indeed the Board members and I are unaware of the full extent of his involvement in cases, such is the discreet and very confidential manner in which he has discharged his duty and served us.

Whilst we naturally wish George well and a speedy resolution to his own problems we are also very pleased to announce that his position has been filled by Pauline Kelly from Manchester who has agreed to carry on this important role within the LCSP Register. We all feel that Pauline will similarly follow the path of integrity and understanding this role requires. Should any member require assistance Pauline Kelly can be contacted on 0161 973 5846.

WEBSITE:

The LCSP Register has had a major overhaul of the website and related facilities and there are more details contained within this newsletter about the individual profile and advanced profile facilities being offered to members. Naturally we expect that there will be a slight 'bedding down' of the new system but we are optimistic that the new site will be more dynamic, user friendly with more facilities and far more information available in the public domain to increase the public image of the LCSP Register.

AND FINALLY:

So this is the last newsletter of 2011, the next will be with you in February 2012, so between now and then is that time of year that makes children feverish with excitement, parents poor and harassed and turkeys really don't like! To each and every one of you sincere best wishes from the President, Board members and moi 'Fozzy' for the festive season and may the New Year bring health and happiness to you all.



Advertising and the Internet

 [DOWNLOAD](#)

Many practitioners will be aware of the mass marketing opportunity, such as Groupon, for attracting new patients through the Internet. If a practitioner is considering such a route he or she should be satisfied of the propriety of the wording of the marketing text.

The wording should be professional and should appropriately reflect the high standards employed by practitioners. It is essential that it does not conflict with the regulator's Code of Conduct. It should not bring the profession into disrepute and should not be presented in such a way as to put possible clients under pressure to respond. Treatment should be justified by need.

The wording should be accurate and not make erroneous statements about the professional, their qualifications, professional bodies or clinical activities. It should comply with the Advertising Standards'

Authority requirement to be "honest, decent, legal and truthful".

Care should be taken to ensure that the advertising makes clear exactly what a 'consultation' actually is, how comprehensive it must be and how long it will take. It is advisable to ensure that the wording includes a statement that all treatments are subject to the outcome of the initial consultation, and that the

practitioner may, if necessary, refer to a doctor prior to commencing or during the treatment schedule.

Care of the patient is the first principle and care should not be compromised in any way because of a reduced consultation fee and a mechanism should be in place to refund patients if it is decided that treatment is not necessary or if referral is required. Patients must not be misled and it must be remembered that any client may refuse treatment once it has been explained by the clinician.

It should be borne in mind that patients accepting such offers will often be required to pay the full sum at the outset.

The payment made by the patient will include a non-refundable fee paid to the advertiser. If it transpires that the patient needs fewer treatments than have been paid,

or if the patient's problem is not amenable to your therapy, the patient will require a partial or full refund which may exceed the money received

from the advertiser because the advertiser is fully entitled to retain, and not refund, the sum payable to it.

Furthermore, should the advertising be very successful and the practitioner is not in a position to meet the demand, any patients that cannot be treated will require a full refund including the portion of the fee for each individual which had been deducted by advertising platform. This could be very damaging financially if the refunds involved a large number of patients.

Dr Paul Lambden



Continuing Professional Development



By Sue Bennett FLCSP (phys)

 flexible healing
A POSITIVE APPROACH TO INJURY

We were so pleased to get some response to our invitation to organise workshops for the membership to attend.

Nick Dinsdale, first trained in Sports Massage and later in Osteopathy. Nick has a First Class BSc (Hons) in Sports Therapy and MSc (Distinction) in Sports Injuries. Nick was Sports Therapist to the GB and England cycling teams, covering both domestic and overseas events. A keen athlete, Nick won the National Cyclo-Cross Series and many Cycle Time Trials. Nick specialises in lower limb biomechanics and foot function with respect to cycle racing. This led to the development of the clinic's unique **Pre-Bikefit Screening** protocol. In addition to advising elite and professional cyclists, Nick delivers CPD workshops and presents at Conferences.

Nick has organised two workshops for the coming March and April (see back page for dates).

Management of Sports Injuries Using a 'model' case study of applied evidence-based-practice (EBP)

This course is designed to investigate the entire Sports Injury Management process - from initial injury through to return to full competition. This approach will adopt contemporary research and include; patient assessment, clinical SWOT analysis, clinical reasoning, base-line measurements, on-going assessment, patient education, evaluation-based progression criteria, all embraced in the scientific principles underlying tissue healing.

Electrotherapy to Complement Manual Therapy (EBP)

Using Electrotherapy to complement and enhance existing Manual Therapy techniques throughout the healing process. Thereby, enabling practitioners to deliver a multi-factorial approach aimed at optimising clinical outcomes and patient care. Content includes; electrotherapy objectives, health, safety, hygiene (hazard control), legal requirements; physiological, psychological and biomechanical effects; clinical awareness, tissue healing, strategy for effective EBP application of electrotherapy with respect to manual therapy techniques aimed to optimise clinical outcomes.



Paul Bailey who lectures at Tamside College is also putting workshops together news of these will appear in February's newsletter.

We also have **Andrew Mansfield** presenting a two day workshop in **Introduction to Articulation and Mobilisation for massage therapists.**

After training as a marine engineer with the Royal Navy, Andrew trained at the European School of Osteopathy learning basic principles and philosophy laid down by Andrew Taylor Still and John Martin Littlejohn. Andrew believes that Remedial Massage and the Hendrickson Method are far removed from the teachings of Osteopathy, and for us to have a greater understanding of the articulation and mobilisation of joints, would only enhance

our practice. The weekend is intended to provide a good overview of the fundamentals of mechanical treatments and will give the therapist a good set of basic skills and a routine that can be alongside Remedial massage and Hendrickson method. (see dates on the back page).

We have again recently been reviewing a random sample of **CPD Portfolios**. As healthcare professionals we all have a duty of care to meet our respective CPD requirements irrespective of how many patients we may see.

Warm Wishes
Sue

Date	Venue	Course Info	Provided by:	Cost
10 th February 2012	Mercure Bolton West Hotel	LCSP regional meeting		FREE
11 th & 12 th February 2012	The Britannia Hotel, Bramhope, Leeds	Introduction to Articulation and Mobilisation for Massage Therapists		Two day workshop £230
Monday 5 th March 2012	Mytton Fold Hotel and Golf Complex, Blackburn	Management of Sports Injuries using an evidence based approach		£85.00 inclusive lunch & refreshments
10 th & 11 th March 2012	Holiday Inn, Stratford-upon-Avon,	Treatment of Acute & Chronic Shoulder Pain		Two day workshop £230
25 th & 26 th March 2012	Old Otlisians Rugby Club, Otley, West Yorkshire	Hendrickson Method study days - Knee, foot and ankle		One day workshop £80, both days £150
Monday 16 th April 2012	Mytton Fold Hotel and Golf Complex, Blackburn	Electrotherapy to compliment Manual Therapy		£85.00 inclusive lunch & refreshments
20 th , 21 st & 22 nd April 2012	Britannia Hotel, Bramhope, Leeds	Introduction to the Hendrickson Method		Three day workshop £360 Deposit £70
15 th June 2012	Holiday Inn, Cambridge	LCSP regional meeting		FREE
8 th and 9 th September 2012	Britannia Hotel, Bramhope, Leeds	Chronic Headaches, Cervical Spine Dysfunction and TMJ dysfunction and pain		Two day workshop £230
20 th and 21 st October 2012	Holiday Inn, Stratford-upon-Avon	Assessment and treatment of Hip dysfunction and injury		Two day workshop £230

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



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

Bookings and Cheques to "Nicholas Dinsdale" 36 Moorland Crescent, Clitheroe, Lancs. BB7 4PY

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 "CPD workshops"

Flexible Healing 45 St David's Road, Otley, West Yorkshire, LS21 2AW.

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: www.flexible-healing.co.uk

