

Hi, just a reminder that you're receiving this email because you have expressed an interest in Sports Therapy Organisation. Don't forget to add [news@uksportstherapy.org.uk](mailto:news@uksportstherapy.org.uk) to your address book so we'll be sure to land in your inbox!

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## Sports Therapy Organisation

Newsletter

July 2011

### Welcome to the July Newsletter

This month we will be looking at the phenomenon that is Groupon; Important information about restrictions in the availability of supplements and herbal remedies; Where we are at with regulation and changes at STO.



#### **STOP PRESS!**

Two vacancies have just arisen, which need to be filled as soon as possible. The first is in football, and the second is in entertainment. Details will be in the members only section of the website.

31st July - Ironman Triathlon - Bolton, Lancashire - massage volunteers urgently required! Please contact STO if you are available to volunteer.

14th August - York - paid event work - please contact Kirsty - [kmcdade@hotmail.co.uk](mailto:kmcdade@hotmail.co.uk)

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#### **FREE STO MEMBERSHIP!**

In a constant effort to advance our industry and evolve our organisation, we are now offering Free Bronze and Student membership that will be valid until 29<sup>th</sup> February, 2012. (Silver and Gold membership will be available at a discounted rate). To register, please apply on our website, before 31<sup>st</sup> July, 2011 (applications made after this date will not be free). If we cannot verify your qualifications and insurance, you will be asked to supply copies before we can confirm your membership. Current member? You will receive Gold membership in 2012, free of charge.

**Why free?** Whilst STO has a loyal membership base, there are still those who are unsure about our organisation. To this end, we hope that by offering free membership, we can show that we are a hard-working and supportive organisation. We don't want to disadvantage our current members, who are already supporting the work we do, which is why as a thank you, the next years member fees will be waived.

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CPD workshops, online courses and post graduate training.

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### **STO Committee and Constitution**

The STO constitution is currently being re-written, and are looking for a new committee.

We are currently seeking to fill the following roles:

Regulation and Discipline  
Education and Research  
Events Co-ordinator  
Treasurer  
Membership  
Newsletter Editor

Whilst the roles are on a voluntary basis, full expenses will be paid. If you are interested in any of the roles, please email us at [info@uksportstherapy.org.uk](mailto:info@uksportstherapy.org.uk)

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### **Newsletter Changes**

Member feedback has been that a regular, shorter monthly newsletter will be more beneficial than every two months, as we can give you more up-to-date information on events and courses. The newsletter will now be every month. We still need contributions....gift vouchers available for contributors!

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### **Groupon!**

As we mentioned in our previous newsletter we were going to report on the Groupon discounted voucher promotion that is currently huge in the UK and USA. STO Registrar Christian Platts decided to participate in the scheme as he was taking on new therapists at his Manchester City Centre clinic.

The promotion was very successful, with 500 people purchasing treatments. At the time of writing, the promotion had only been running in his clinic for 3 weeks, and he has reported that 5% of the clients have returned for further treatments, or booked for different treatments. Sales of supplements and products have also increased, and the therapists have reported that some of the clients have been generously tipping! If the repeat business continues at just 5% then the clinic would have gained 25 new clients, which is quite good for a new therapist.

The downside is obviously the hourly rate you receive from this promotion, but if you

negotiate with Groupon, you may well end up with between £10 and £14 per treatment.

Having collated feedback from other Groupon participants, we would give the following advice and suggestions:

If you work in your own treatment room (ie not mobile), then this could be an ideal way to gain additional business, as long as you plan, plan, plan!

If you work alone, you would need an online booking facility, such as clickbook, otherwise you could be inundated with calls that you are unable to answer. Be prepared to work lots of evenings and weekends.

Look around at what your competitors are offering, and how many they are selling, as this will give you a good idea of what you should offer, and how busy you are going to be!

If you are inundated with clients, don't be tempted to work every day, make sure you take time out. If you are tired, you won't give them the best treatment, and the likelihood is, they will never come back.

There are many discounted voucher companies available, however the feedback is that Groupon has the biggest share in the market, and promotes you to more people than anyone else.

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### **CNHC News**

The voluntary regulator CNHC now has over 5,000 registrants, which is quite pleasing. As a comparison, the regulators for Chiropractic and Osteopathy have around 6-7,000 between them, and they have been going for much longer than the two years that CNHC have been in operation. What does this mean for sports therapies? As the government are now moving away from statutory regulation, and into more voluntary regulation, it may be that CNHC may merge with a statutory regulator. Whatever the outcome, having large numbers of regulated and registered therapists gives us more credibility and a bigger voice for lobbying. Whilst in the short term you may not see anything for your registration fees (it isn't a membership organisation, so doesn't offer any benefits), we are already seeing many mainstream organisations, such as the NHS recognising CNHC registered therapists.

### **Nutrition expert backs CNHC registration**



As a medical doctor, Adam Carey knows the value of regulation. If you aren't registered with the General Medical Council (GMC) you can't practice. Better known to many as the resident health and nutrition expert on ITV's Celebrity Fit Club, Adam

now works full time as a CNHC registered nutritional therapist.

*"As a medic registered with the GCM, I'm no stranger to regulation," explained Adam. "I see it as a good thing and the only way to really raise standards. That's why I'm also registered with the Complementary & Natural Healthcare Council (CNHC)."*

A pioneer of sports medicine, Adam was head of nutrition for the England Rugby team when they won the world cup. He performed a similar role for England Cricket who went on to reclaim the Ashes. He continues to work with elite athletes preparing for the London Olympics and believes his CNHC registration provides added credibility.

*Adam said: "I registered with the CNHC as soon as it opened. I feel very strongly that the public and other healthcare professionals will have more confidence in using the services of registered practitioners."*

*"I also believe that practitioners are stronger together than as individuals - we should be speaking with one voice. The sooner practitioners realise that the better we will be. CNHC registration is increasingly well recognised and registered practitioners are a whole lot safer than those who are not registered."*

*"Bad practice brings all the professions into disrepute. The way to get rid of the mavericks and improve the credibility of complementary practitioners is by registering with CNHC."*

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## **Campaign**

Here is an article we wrote back in September 2002.

*"We are starting this newsletter on quite a serious note!*

*Did you know that the European Parliament and the UN have begun to pass regulations that will sharply curtail your access to many health supplements and types of alternative medicine? Laws have already been passed that in 3 years time will limit the types of vitamins we can buy!*

**PLEASE ACT NOW TO HELP REPEAL THE LAWS ALREADY PASSED AND STOP ANY NEW ONES!**

*You can visit your local health food store and sign the petition.*

*Write to your MP's and MEP's. Some useful information can be found on the following websites, including sample letters and lists of your MP's and MEP's.*

*[www.healthfreedommovement.com](http://www.healthfreedommovement.com) [www.alliance-natural-health.org](http://www.alliance-natural-health.org)"*

Here we are 9 years later, and the situation is even more serious! Many of our members use supplements in their practises, and the new laws in place will threaten what we can and cant sell, prescribe or even recommend.

We would urge you to visit <http://anh-europe.org/> and see what you can do to get involved in lobbying against these restrictive new laws.

Even if you don't use supplements or herbs within your practice, we feel that these laws are a serious threat to natural health in all forms. Who knows what is next on

the hit list? Massage? This isn't scaremongering, this is happening NOW! Please get involved!

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Our nutrition spotlight and research articles will now appear every two months.

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*Top quality sports injury, massage and rehabilitation products are available with a **15%** discount for STO members. In order to secure your STO members discount please use your affiliate code before you start ordering*

**DONT FORGET! OUR NEWSLETTERS CAN BE FOUND IN PDF FORMAT ON OUR WEBSITE ON THE 'RESEARCH' PAGE.**

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