

Morecambe Bay Physiotherapy & Sports Injury Clinics Winter Newsletter 2011



Welcome to a slightly delayed Newsletter! Happy Christmas to you all!

I hope it has been a peaceful one and that you have all had a chance to re-charge your batteries and enjoyed the festivities as much as us. (I was hoping for some snow but none came)! We return to the clinic on Tuesday 3rd January! 2012 promises to be an exciting year especially with the Olympics soon to be under way. I hope that all of you who managed to get tickets to the events later this year have a wonderful time and please feel free to make those of us who didn't get tickets jealous when you tell us all about it!



We are planning an **OLYMPIC PAGE** on our website and on our Facebook Page in the coming months and would love to receive your photos from the events to post on it! Please join in posting any interesting news from any of the events as it happens!
You can email images and information to us at the clinic on **mbphys@gmail.com**

What's New at MBPHYSIO.

Have you taken a look at our updated website lately? It contains lots of information about we offer as well as copies of newsletters and blog page (which is a bit empty as I never find the time to blog , but with your help I could get better! Feel free to add responses)!
You can also join in our blog and become a fan on our page!

facebook

New Physio!

Welcome to James Geary who joined the clinic earlier this year. James originally provided additional sessions at our Kirkby Lonsdale clinic, now supports Alex in providing the physiotherapy

service at Sedbergh School. James, as you may have guessed by the name, is married to Anna, physio and pilates instructor already at the clinic. It is great to have James on board and having spent some of his early career with the Academy at Preston North End, he is a great asset to our service at Sedbergh.

Loyalty Cards

We introduced a new loyalty card scheme in Spring and it has been a great success. If you would like to benefit from a discount from time to time please contact the clinic for details of this scheme and collect a loyalty card.

Practice Questionnaires

Many thanks to all who filled out our customer satisfaction survey earlier this year. The results were overwhelmingly positive and really pleasing to see, but most importantly also highlighted one or two areas which needed to be worked on! (I will endeavour to get exercise programs out as fast as I can..... and please feel free to nag if you don't receive them within a couple of days of seeing me).

As part of our continued accreditation to BUPA, Nuffield Health, AXA PPP and all the other providers we have to survey our clients annually so get ready for next years responses!!

As a direct result of your responses to our questionnaire we are now providing sports massage as an additional stand alone service. Currently this is provided in house by Leanne and Alex, but we are actively seeking an SMT to join us to provide a dedicated sports massage service in 2012.

What was especially pleasing was reading that a great majority of you were recommended to come to the clinic through family or friends. We know that this type of word of mouth advertising is the best form there is and value your help in this. Please do continue to tell your friends if you have had a good experience of our services. Post on face book or on our blog and review our services through email.

We congratulate Mrs. Margaret Anderson the winner of the therapura pillow valued at £37.50. It is winging its way to her and I hope she enjoys many comfortable nights sleep in 2012.

Please see below for the results of the survey. We will continue trying to improve our services and help make your experience of it as satisfying as possible. Remember to post all those Olympic events! We want to see you there!!

Many thanks for your continued support and a Happy New Year to you all!

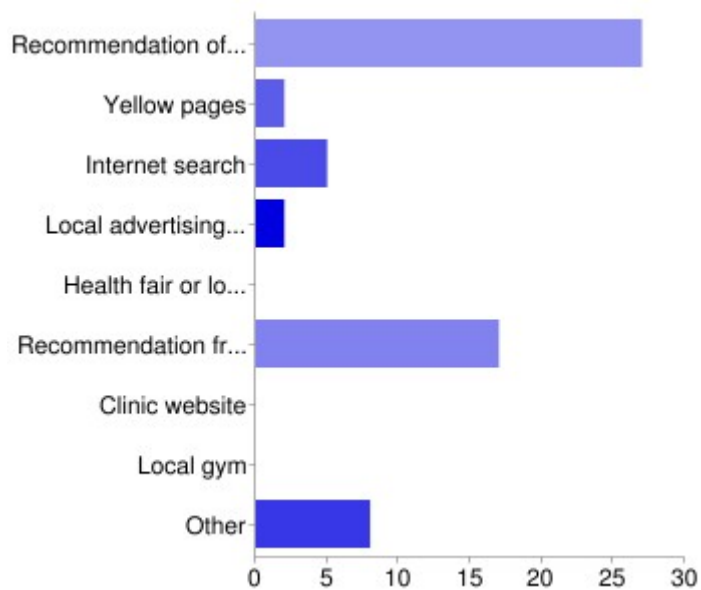
Alex, Leanne, Anna, James, Lyn, Laura and Debs

Highfield Cottage
Highfield crescent
Morecambe
LA4 4DH
01524426964
mbphys@gmail.com

The Lunesdale Surgery
Wellington Court
Kirkby Lonsdale
LA6 2HQ
01524426964

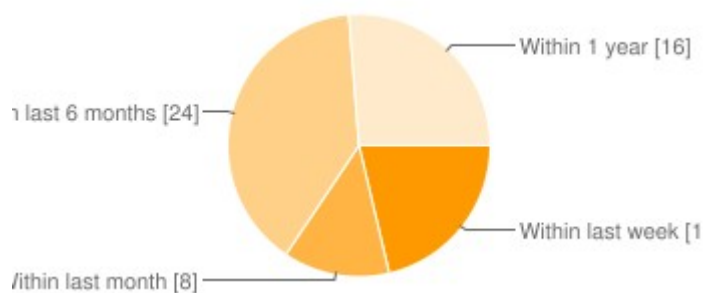
Results of the survey.

Why did you choose to come to Morecambe Bay Physiotherapy & Sports Injury Clinic?



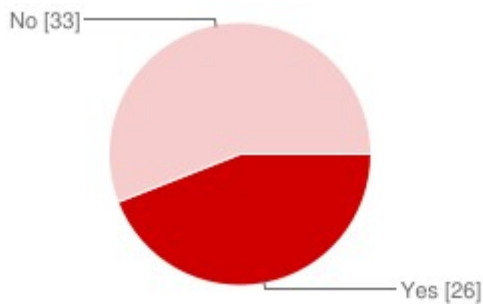
Recommendation of friend or family member	27	44%
Yellow pages	2	3%
Internet search	5	8%
Local advertising (Local Choice Magazine, posters)	2	3%
Health fair or local event	0	0%
Recommendation from medical professional (GP or Consultant)	17	28%
Clinic website	0	0%
Local gym	0	0%
Other	8	13%

When did you last receive physiotherapy at Morecambe Bay Physiotherapy & Sports Injury Clinic?



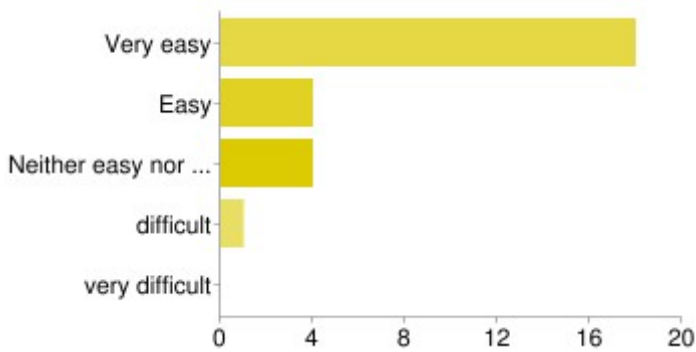
Within last week	13	21%
Within last month	8	13%
Within last 6 months	24	39%
Within 1 year	16	26%

Did you book using our on- line system " book fresh" when booking an appointment?



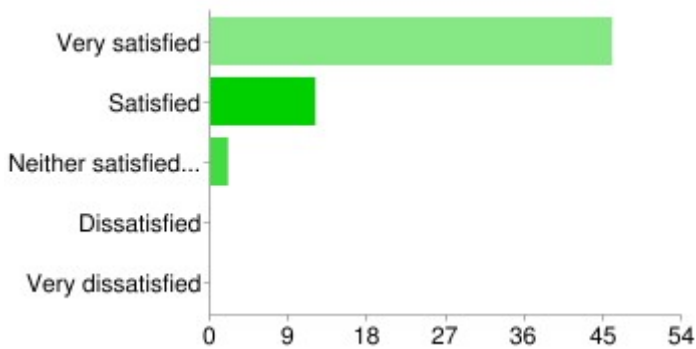
Yes 26 43%
 No 33 54%

If you did use the on line system of booking was it easy to use? Please rate below



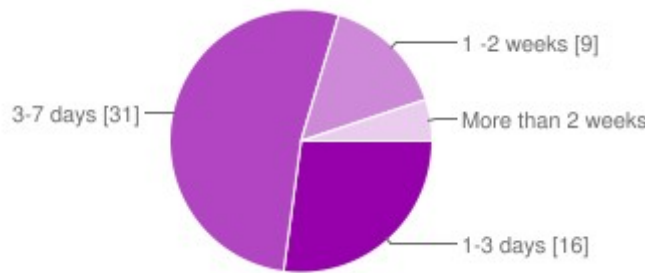
Very easy 18 30%
 Easy 4 7%
 Neither easy nor hard 4 7%
 difficult 1 2%
 very difficult 0 0%

Have you been satisfied with the reception and administration services at the clinic?



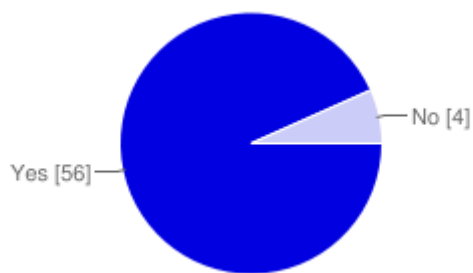
Very satisfied 46 75%
 Satisfied 12 20%
 Neither satisfied nor dissatisfied 2 3%
 Dissatisfied 0 0%
 Very dissatisfied 0 0%

How long did you have to wait for an initial appointment to see your physiotherapist?



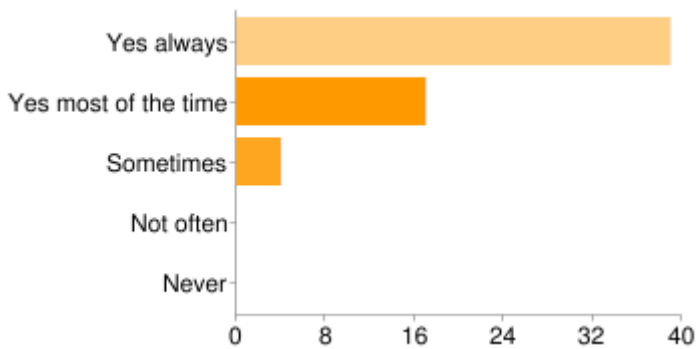
1-3 days	16	26%
3-7 days	31	51%
1-2 weeks	9	15%
More than 2 weeks	3	5%

Could you see the physiotherapist of your choice



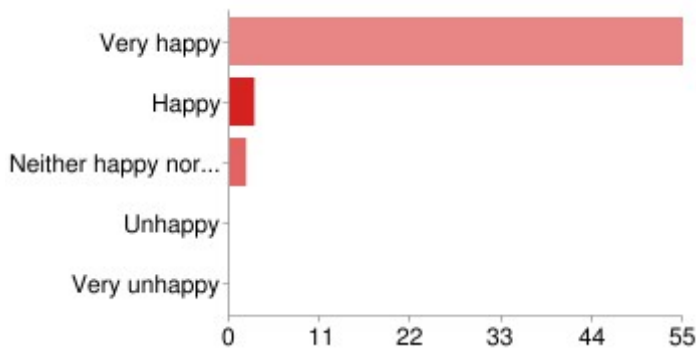
Yes	56	92%
No	4	7%

Were you able to access physiotherapy appointments at a time to suit you?



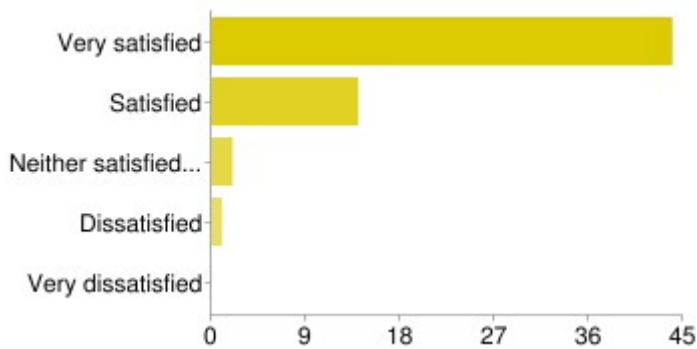
Yes always	39	64%
Yes most of the time	17	28%
Sometimes	4	7%
Not often	0	0%
Never	0	0%

Were you happy with your physiotherapists approach to your treatment?



Very happy	55	90%
Happy	3	5%
Neither happy nor unhappy	2	3%
Unhappy	0	0%
Very unhappy	0	0%

How did you feel about the outcome of your treatment?



Very satisfied	44	72%
Satisfied	14	23%
Neither satisfied nor dissatisfied	2	3%
Dissatisfied	1	2%
Very dissatisfied	0	0%

Please comment on your level of satisfaction in the box below

Results have been superb after years of difficulty with the injury.

excellent service and approach

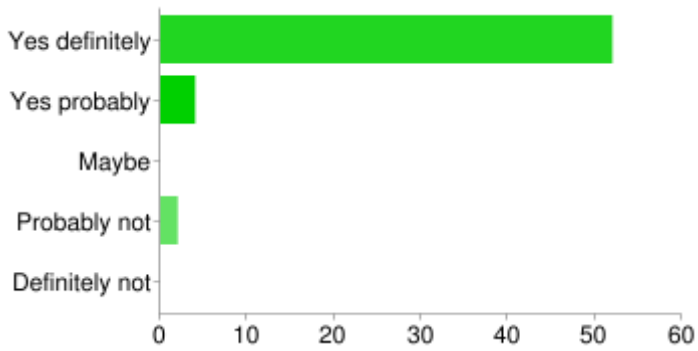
Excellent service with charming and knowledgeable staff. I arrived at my appointment worried and left with a smile on my face.

Very thorough consultation and treatment individualised to my needs

Very satisfied with treatment and customer service.

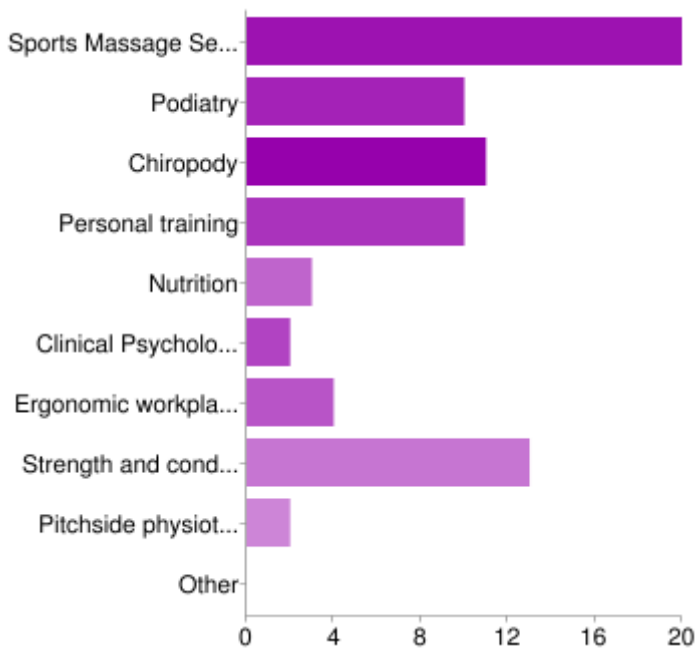
Very satisfied with the treatment received and helped with the recovery of a knee replacement.

Would you use Morecambe Bay Physiotherapy & Sports Injury Clinic again in the future?



Yes definitely	52	85%
Yes probably	4	7%
Maybe	0	0%
Probably not	2	3%
Definitely not	0	0%

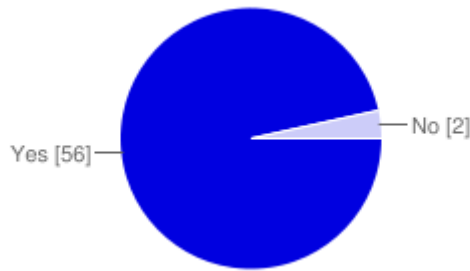
Would you be interested in any of the additional services being provided by, or run in conjunction with, Morecambe Bay Physiotherapy clinics



People may select more than one check box, so percentages may add up to more than 100%.

Sports Massage Sessions	20	63%
Podiatry	10	31%
Chiropody	11	34%
Personal training	10	31%
Nutrition	3	9%
Clinical Psychologist	2	6%
Ergonomic workplace assessment	4	13%
Strength and conditioning coaching	13	41%
Pitch side physiotherapy and event cover	2	6%
Other	0	0%

Would you recommend Morecambe Bay Physiotherapy & Sports Injury to family and friends ?



Yes 56 92%

No 2 3%

If you have any further comments or suggestions about how we could improve our products and services please write these in the box below

Excellent service and results.

Only slight disappointment is that I have not yet received the exercises via email as promised (despite having requested them through the website).

On the above button survey - everything is either excellent or very good.

Administration of invoices had to be chased up.

I think you over charge for your services.

The quality of service provided by Alex was excellent but as I have since moved from the area continued treatment is no longer possible. I have had a back problem for many years and have received treatment from various therapists and GP. The treatment received from Alex was the most effective by far and I have continued to do the exercises and can now jog, cycle and fell walk with hardly any discomfort.