PROMOTING OSTEOPATHY:

Antony Nicholas
Osteopathy Australia
WHAT WE WILL COVER

• Why membership services that engage are important
• Why good governance is important
• Do you understand what members want
• From service to engagement
• What is engagement
• Examples we have tried
• Questions
WHY ENGAGE MEMBERS RATHER THAN JUST SERVICE THEN
For associations members are their reason for being, so getting and keeping members truly engaged in the organisation is critical for survival.

Engagement = Relationship + Action
THE VALUE OF ENGAGEMENT

- Loyalty offers a buffer to cheaper competitors
- Encourages pride and ownership
- Community increases the emotional attachment
- Community builds volunteers
- Builds a greater ‘brains trust’ to offer and generate ideas
- Your members become your promoters, your advocates and more importantly your defenders
GOVERNANCE
“Governance as Leadership”

Fiduciary Mode: Board has purpose

Strategic Mode: Board has direction

Generative Mode: Board adds value

Chait, Ryan and Taylor, 2005
Leadership creates a shared vision; governance develops a coherent and courageous strategy; management designs and executes tactics to achieve the difficult goals. Alignment of leadership, governance, and management moves organisations from “good to great.”
WHAT IS IMPORTANT TO OUR MEMBERS
THEY ARE YOUNG – 63% UNDER 40

- 2009 Y
- 2013 Y

Percent of each sample

- Under 25
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65+

- Y 2009
- Y 2013

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28
- 29
- 30

- Y 2009
- Y 2013
44% OF HAVE BEEN IN PRACTICE 5 OR LESS YEARS
65% HAVE BEEN IN PRACTICE 10 OR LESS YEARS
VAST MAJORITY ARE IN VIC OR NSW
INCREASINGLY FEMALE PROFESSION

The diagram shows the percent of each sample for Male and Female osteopaths. The data indicates a notable increase in the percentage of female osteopaths compared to males, particularly in higher positions such as Principal and Total.
INCOMES VARY SIGNIFICANTLY

The diagram illustrates the distribution of incomes across different income brackets for various states and territories. The labels on the x-axis represent income ranges, and the y-axis represents the percent of each sample. The colors indicate different states and territories:

- Total
- Vic (Victoria)
- NSW (New South Wales)
- Qld (Queensland)
- SA (South Australia)
- WA (Western Australia)
- Tas (Tasmania)
- ACT (Australian Capital Territory)

Each bar represents the percentage of the sample that falls within a specific income bracket for each state or territory.
THE VAST MAJORITY WORK IN 1 CLINIC
On average they see 40 patients/week

<table>
<thead>
<tr>
<th>Patients</th>
<th>Total</th>
<th>Principal</th>
<th>Associate</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-20</td>
<td>19</td>
<td>17</td>
<td>23</td>
</tr>
<tr>
<td>21-30</td>
<td>17</td>
<td>13</td>
<td>23</td>
</tr>
<tr>
<td>31-40</td>
<td>24</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>41-60</td>
<td>29</td>
<td>31</td>
<td>27</td>
</tr>
<tr>
<td>Over 60</td>
<td>10</td>
<td>15</td>
<td>2</td>
</tr>
</tbody>
</table>

Percent of each sample
Treatment times vary

Initial Treatment
50 minutes (average)

- 31-45 minutes: 31%
- 46-60 minutes: 4%
- Under 20 minutes: 2%
- 21-30 minutes: 35%

Standard Treatment
35 minutes (average)

- 46-60 minutes: 4%
- Under 20 minutes: 2%
- 31-45 minutes: 31%
- 21-30 minutes: 63%
Do they practice other modalities

- Breathing Exercises
- Diet & analysis advice
- Providing herbal, vitamin or mineral supplements
- Ultrasound
- Use of electro therapy equipment
- Cupping
- Herbalist
- Homeopathy
- Neuro linguistic programing
- Kinesiology

- Always
- Frequently
- Sometimes
- Rarely
- Never

- Pilates Single
- Pilates 2-6
- Pilates 7+
- Yoga Single
- Yoga 2-6
- Yoga +7
- Exercise Prescription
- Group Exercise 2-6
- Group Exercise 7+

0% 20% 40% 60% 80% 100%
## Reasons for membership

<table>
<thead>
<tr>
<th>Reason</th>
<th>2013 %</th>
<th>2009 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support Profession/Unified voice</td>
<td>50</td>
<td>70</td>
</tr>
<tr>
<td>Cheaper Insurance</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>Courses/CPD/Seminars/Education</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>Lobbying</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>Information/be informed/Support</td>
<td>36</td>
<td>15</td>
</tr>
<tr>
<td>Marketing the Profession/PR</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Member benefits unspecified</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Networking/keeping in touch with peers</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Publications/Online Journals</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Website marketing</td>
<td>&lt;1</td>
<td>2</td>
</tr>
<tr>
<td>Member Directory</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Access to Website</td>
<td>&lt;1</td>
<td>1</td>
</tr>
<tr>
<td>Negative reason</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>
Osteopaths only make up:

Only 5% of ‘registered’ musculoskeletal practitioners (Osteopathy, Chiropractic, Physiotherapy) are osteopaths.

Add in ‘self regulated’ and it is likely to be less than 2%.

We must be realistic on what is achievable, but not limit our goals.
FROM SERVICE TO ENGAGEMENT: DOING IT IS NOT ENOUGH
So if “everything” is about engagement, what member “touchpoints” should you focus your attention? That will depend on your members and their preferences for communicating with your organisation as well as their online and social media habits.

You can build engagement through:

• your website – its content and navigation
• your online communities – two-way communication
• social media – two-way communication
• your events
• other clinical structures
• your lobbying and liaison
IT IS ALL ABOUT COMMUNICATIONS
Dear Antony

Welcome to our monthly email taking you behind the scenes to bring you important news, information on activities such as lobbying and representation, new resources or services and what's new on the website.

We hope this will give you a better understanding of what we do, for you. We would love to hear from you, so let us know what you think on comments@osteopathy.org.au

- Important News
- CIF News
- Lobbying and Representation
- Member Benefits
- New on the Website

Important News

Renewals Update

Congratulations to the winners of the Early Bird Renewal Draw: Alistair Murray, Xanthe Cibis and Beau Edwards. We look forward to seeing you at the National Conference in Noosa! Thank you to all of our members to renewed their memberships. We appreciate your loyalty and commitment to professional development.

Osteopathy Australia National Conference 2014

Only few spots remaining for the post-workshop with Lisa DelSanto on 20 October during Osteopathy Australia National Conference in Noosa. Full Day Post-Conference Workshop focuses on the treatments for alteration of function of the neuromusculoskeletal system for our paediatric population. Most common clinical problems are due to alteration of function which can be easily addressed by the osteopathic approach. Dr DelSanto is an Associate Professor of the Department of Osteopathic Manipulative Medicine, and is the Clinical Director

PCEHR Consultation

Policy Advisor Samuel Dettmann attended a consultation session in Melbourne last week on the implementation of the Government’s Personally Controlled Electronic Health Record. Subjects for discussion included the benefits and consequences of the opt-out model, governance issues, read/write privileges, duration issues, privacy concerns, and the regulatory burden on practitioners.

Osteopathy Australia made a submission to the Health Minister’s review of the PCEHR earlier this year and continues to lobby on behalf of members and their patients.

Parliament House Visit

Osteopathy Australia’s Lee Muddle (ACT President), Antony Nicholas (CEO), and Samuel Dettmann (Policy Advisor) had a meeting at the Health Minister Dutton’s office in Parliament House to build better understanding of osteopathic services, lobby for more equitable access and funding for consumers who prefer osteopathic treatment, and gain better Medicare acknowledgement for appropriate diagnostic imaging and direct referral to specialists. Consumers of osteopathy deserve a fairer go, especially when expanded access can actually save money from the public purse.

Lobbying the ALP

Osteopathy Australia President, Patricia Thomas, visited the ALP Function in July and took this opportunity to lobby the Hon Tony Burke and the former Prime Minister Julia Gillard. At Osteopathy Australia we work constantly to ensure greater access to osteopathy for consumers and improved acknowledgement of osteopathic skills and services.

Accreditation Standards for Osteopathic University Courses
The latest communiqué from OBA

The Osteopathy Board of Australia has released its latest communiqué, regarding:

- Renewals
- 2014/15 Health Profession Agreement

Understanding Pain: What to do about it - in less than five minutes

(thanks Gopi M)

New evidence based approaches to chronic pain management. For more detailed information visit the Hunter Integrated Pain Service website.

World-leading research on effectiveness of structured fitness programs begins

Fitness Australia, in collaboration with the Victoria University Institute of Sport, Exercise and Active Living (ISEAL), launched the first national Fitness Industry Research Program.

Creating a better health system: lessons from Norway and Sweden

Australia has a relatively strong health system by international standards, but it needs a makeover. To generate fresh ideas, The Conversation is profiling five international health systems that have important lessons – good and bad – to pull Australia out of its health reform black hole.

Men and women on same pain planet

Three quarters of Australian women use self-prescribed complementary and alternative medicine (CAM), vitamins or yoga in addition to conventional medicine to treat their symptoms of menopause, according to a large study. And 40% have consulted a CAM practitioner.

Musculoskeletal Pain on Stopping Imatinib: Should We Worry?

Discontinuation of therapy is being explored in patients with chronic myelogenous leukemia (CML) who experience deep molecular responses after treatment with a tyrosine kinase inhibitor (TKI) such as
PROMOTING OSTEOPATHY: SOCIAL MEDIA
SOCIAL MEDIA CAN BE YOUR FRIEND

It is free…but can be resource intensive
Many members are already using it
Seek out appropriate forums to build a presence
Build your own forums
Help members to better use it and promote osteopathy
Osteopathy Australia President, Patricia Thomas, out pressing the flesh and lobbying politicians like the Hon Tony Burke and former Prime Minister Julia Gillard. At Osteopathy Australia, we work constantly to ensure greater access to osteopathy for consumers and improved acknowledgement of osteopathic skills and services.
Comms OsteopathyAust
12 September at 1:26 am

Hi All,
We want to come up with a definition of osteopathy for general public, so we could use it in external communications and general articles for consumers' magazines, websites and blogs. What do you think would be the best, "easy digestible", comprehensive and full definition? Thank you in advance for all your suggestions and ideas!
#brainstorm #osteopathydefinition

6 Likes 35 Comments
87% of young people have back pain.

The other 13% have no computer.
Did you know that in Australia all osteopaths complete a minimum of five years university training in anatomy, physiology, pathology, general medical diagnosis and osteopathic techniques?

They are also trained to perform standard medical examinations of the musculoskeletal, cardiovascular, respiratory and nervous systems. These university graduates hold either a double Bachelors or Master qualification.

#osteopathyaustralia #studyosteopathy
Osteopathy Australia

50,000+ Aussies visit an osteo each week to feel better. Find out why.

2,324 people like this page

Osteopathy Australia

80% of Aussies suffer back pain. Osteopathy can help.

Osteopathy Australia

Poor posture? Becoming an Office Zombie? Osteopathy can help.

2,324 people like this page
Suffering aches and pains? Feel better soon.

80% of Aussies suffer back pain. Osteopathy can help.
USE OTHER EVENTS LIKE OSTEOPATHY AWARENESS WEEK
BUILD A BROADER COMMUNITY

Link in with bigger events – osteo or not
Help member profile osteopathy while engaging more broadly
Give them suitable resources or simple ideas to implement
Run competitions to build momentum for participation
Capitalise on the larger event to give the Association kudos
BACK PAIN affects 70-90% of AUSTRALIANS in their LIFETIME

1 in 3 AUSTRALIANS suffer from Musculoskeletal Conditions

3.85 MILLION AUSTRALIANS suffer from ARTHRITIS

Over 3.3 million AUSTRALIANS take MEDICATION for HEADACHES

21% of AUSTRALIANS aged 25+ have at least 1 CHRONIC CONDITION

Up to 70% of AUSTRALIAN workers have ACHES PAINS

1/4 of seniors are injured in FALLS each year

68% of AUSTRALIAN women experience BACK PAIN during PREGNANCY

SPORTING INJURIES cost AUSTRALIANS $2bn every year

OSTEOPATHS treat more than you think

Find out how osteopathy can help you. www.osteopathy.org.au
This week is Healthy Bones Week and every osteopath loves healthy, strong bones.
What are 3 easy actions for maintaining stronger bones?
1. Getting enough calcium in your diet.
2. Doing weight bearing exercise... See More

1,297 people reached
Winter Sports Injuries & Treatment

Osteopathy Australia reminds that most of the winter sports injuries can be treated by your local osteopath with a combination of traditional methods and modern scientific philosophies.

4 Common Winter Sports Injuries

- Neck and Back Strains
- Shoulder, Elbow and Wrist Injuries
- Hip and Pelvic Injuries
- Knee, Leg and Ankle Injuries

Osteopathic Treatments

- Soft Tissue Stretching
- Mobilisation
- Inhibition
- Manipulation

Basic First Aid Procedure*

- Rest: Helps to reduce further stress to the injury
- Ice: Apply an ice pack for 10 minutes every hour to reduce inflammation
- Compress: Gently apply bandages towards the heart to minimise swelling
- Elevate: Raise the injured area to improve drainage

*According to St John Ambulance Australia and the Red Cross

PERIOD PAIN AND HOW TO SURVIVE IT

- 75% of young women suffer from period pain
- 26% of girls aged 16-18 had missed school because of period pain
- 4 out of 10 women are moody and cause trouble in relationship because of period pain
- 1/3 women break their diet because of period pain
- 1/3 women are depressed and don’t socialise because of the pain
- 25-50% adult women suffer from period pain
- 4 out of 10 women can’t concentrate on their work during periods
- 1/4 women can’t exercise because of cramps

KNOW YOUR "ENEMY"

- Low back cramp-like pain
- Pain in abdomen
- Menses and vomiting
- Light Headedness and Headache
- Diarrhoea

WHAT AN OSTEOPATH CAN DO

- Release any tension from the muscles and the pelvis
- Make sure that there are no restrictions in the movement within the joints of the spine and pelvis
- Improve blood flow by ensuring good mechanics of the ribs
- Treat any connective tissue restriction of the uterus itself
- Address any restrictions of the head and neck to better facilitate endocrine (hormonal) and autonomic nervous system function

TRY THIS!

- Prepare exercise and stretching programs, and provide advice on posture and stress management that often can be a reason for period pain
THE MEDIA IS NOT INTERESTED IN OSTEOPATHY
They are not interested in article about osteopathy alone
They are interested in human interest and conditions
Content is king – and they are desperate for content
They love something juicy – so be careful
They love anything with tragedy or sport
Educate members to be careful, use it better and promote osteopathy
SUNSHINE COAST MARATHON: Inspired by Moneghetti

STILL WORKING HARD: Sick of getting injured in his beloved Australian rules football, Steve Dinneen has turned to marathon running.

MARATHON runner Steve Dinneen credits a heart-to-heart chat with Australian sporting legend Steve Moneghetti as the inspiration for believing he is capable of getting to the 2016 Rio Olympics.

She was told she would never walk properly again. Now she's a World Champion.

BY NATALIA HAWK

Andrea Wheatley is a 37-year-old osteopath
According to the World Health Organisation the most common type of headache originates from tension, muscle stiffness or joint strain in the neck and upper thoracic region. Other causes include might include:

- Eye strain
- Sinus congestion
- Whiplash injury
- Stress
- Poor posture
- Jaw imbalance and teeth grinding
- Infection
- Allergies and food intolerances

TIPS FOR A HEALTHY BACK
- Calm the ache of sciatica with osteopath Dr Chris Reeves' spine-strengthening strategies...
- Don’t sit on cold hard surfaces: Always sit on warm heat pads to support the lower spine.
- Practice good posture: Sitting on chairs with no back support is a major cause of back pain.
- Be active: Exercise as much as your back allows. If you have sciatica, you’ll lower your risk of future back pain.
- Watch your weight: Lighten your load on your sciatic nerve by losing weight.
- Take regular breaks: Stand up and move around for 10 minutes every hour or so instead of sitting for hours on end.

6 WAYS TO BEAT SCIATICA

Don’t let lower back pain get you down – keep sciatica at bay with these tips

1. Take painkillers
   Medication might not solve sciatica, but it can help relieve symptoms. If you’re in the early days of a flare-up, your GP might suggest over-the-counter anti-inflammatory drugs, or reducing inflammation around the spine eases the pressure on the sciatic nerve.

2. Get your heart rate going
   In the past, doctors believed bed rest was the best cure for a bad back, but now researchers say normal is best. Here are some things you can do to speed up the process.

3. Treat with heat
   Hydrotherapy, which combines the relaxing benefits of a hot bath with a low-impact workout, can be a great way to soothe a sore back. Led by a physiotherapist, a session usually lasts about 30 minutes and combines water aerobics, stretching, core training and weights.
   “Heated to around 34°C, the warm water helps to relieve pressure on your joints and muscles so they can work more effectively,” says Ebony. “Hydrotherapy is a great way to improve blood flow and muscle strength while relieving sciatic pain.”

4. Pinpoint the pain
   If sciatica is getting you down, acupuncture could get to the heart of the problem. Many osteopaths

5. Reduce tension
   A strong back means you’re less likely to suffer from sciatica in future.

6. Get moving
   Exercise helps to improve muscle strength and flexibility, which help to reduce tension.
HEALTHCARE AND GOVERNMENT
WHAT IS LOBBYING

• It is boring
• It is mundane
• It is expensive
• And it is intangible
Osteopathy Australia President, Patricia Thomas, was pressing the flesh and lobbying politicians like Hon Tony Burke and former Prime Minister Julia Gillard. At Osteopathy Australia, we work constantly to ensure greater access to osteopathy for consumers and improved acknowledgement of osteopathic skills and services.
WHAT IS LOBBYING

• Educate and encourage members to engage with their Local authorities
• Identify key external allies who can act as champions for osteopathy
• Defining your scope of practice
• Identify all Med and promote to local members
• Encourage a network of osteopaths involved with Medicare Locals to connect
• Meeting with policy makers, politicians, Ministers
• Completed media interviews
HOW TO IMPROVE LOBBYING

• Have a coherent story
• Have concrete data and information
• Why does it benefit government or the public – not osteopathy
• Know what their agenda is and try to fit with it
• Be prepared for difficult questions
• Leave them with a ‘take away’ one pager
• Make sure they know you will be telling your members about this meeting
HOW TO ENGAGE OTHERS

• Have a coherent story
• Have concrete data and information
• What do you offer patients and the practitioner – not osteopathy
• Demonstrate your professional understanding
• Be prepared for difficult questions
• Use ‘their’ language
TANGIBLE THINGS

• Link with multi-disciplinary bodies
• Sit at the table
• Attend all consultations
• Demonstrate your professional understanding
• Use these networks to build understanding
• Write submission
• Meet with other Associations
DEMONSTRATE YOU FIT IN
The purpose of the clinical interest groups (CIG) is to support members’ CPD needs; peer connection & mentoring, career development aspirations; provide a mechanism for osteopaths to ‘credential’ their skills sets and to complement the scope of practice advanced standing objectives.
CLINICAL INTEREST GROUPS
The purpose of the clinical interest groups (CIG) is to support members’ CPD needs; peer connection & mentoring, career development aspirations; provide a mechanism for osteopaths to ‘credential’ their skills sets and to complement the scope of practice advanced standing objectives.
1. AOA Member (inclusive)

2. Associate Member - Pediatric CIG (Minimum core skills)

3. Titled - Pediatric Osteopath (additional qualification)

4. Fellow (Both experienced and highly qualified)
QUESTIONS?