

# Developing Brand 'Osteopath'

OIA Annual Convention 2017

Auckland NZ

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# Inspired by



WE DON'T  
TREAT SYMPTOMS.  
WE TREAT  
PEOPLE.

**DOCTORS** OF  
**OSTEOPATHIC**  
**MEDICINE**

LEARN MORE ►



Wer?  
Wo?  
Was?  
Wann?  
Warum?  
Wie?

Das Berufsbild „Osteopathie“

## Osteopathy: ASA review and recommendations for marketing claims



Legal, decent, honest and truthful



# The awareness challenge

- A century of osteopathy in Britain
  - BOA established 1913; BSO established 1917
  - First regulation near miss 1935 (private member's bill)
  - Osteopaths' Act 1993; General Osteopathic Council 1998
  - BSO becomes University College of Osteopathy 2017
- 2 percent of population use an osteopath each year
  - 10 percent have ever used (YouGov poll 2014)
  - Patients like osteopaths a lot; Non patients know little (GOsC 2014)
- 2 percent of UK osteopaths work in the NHS (iO Census 2014/7)
  - Majority of GPs know little, some actively discourage patients

- Differing views among practitioners about how to 'sell' osteopathy
  - General impression that word of mouth is only effective tool
  - Concerns by structural osteopaths that 'cranial' diminishes credibility with medical establishment
  - Concerns by cranial/visceral/classical osteopaths that MSK is too narrow and will somehow destroy osteopathy
- 'Defining osteopathy' has become a Holy Grail for some

- Patients don't care about techniques
- Patients do care about
  - Is it safe?
  - Is it effective?
  - If it costs, how effective? (cost/benefit, value for money)
  - What do those I trust (friends/family/doctors/others) say?
  - What does general opinion (web/media) say?

# A century of isolation

- GPs/Rest of Health do not understand osteopaths
  - No understanding = No referrals
- Osteopaths do not understand Rest of Health systems
  - No understanding = Reduced opportunity for employment or multidisciplinary patient care
- BUT we know that osteopaths get great results working in a multidisciplinary setting
  - Nottingham QMC Spinal Surgery Unit
  - Back Pain service in West of England

# The long game: Universal Recognition

- Creating the sense of familiarity with '*osteopath*' and '*osteopathy*' among the public
- Building the professional relationship with doctors/rest of health so that guard dogs become ambassadors
- Strengthen the institutional recognition by world (WHO) and national bodies of the global profession
- Universal Recognition = genuine patient choice

- A key project towards Universal Recognition
- Four strands:
  1. Deep **understanding** of the motivation and choices made by the public about health and wellbeing
  2. Develop a brand position/attributes based on **outcomes**
  3. **Multidisciplinary** working with key health professions
  4. Evidence and standards **education** of health institutions
  5. **Mobilising** osteopaths and osteopathic institutions



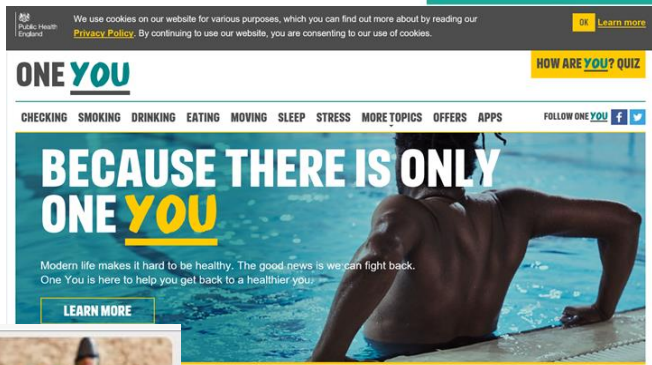
# Understanding the public

- 90 percent of UK public have never used an osteopath
- Word of mouth works well, but not well enough
- We have the opportunity to build awareness and recognition together
- We need to build a deep understanding of consumer motivations and choices around health and wellbeing
- Let's change the conversation from 'conditions' and 'techniques': 'back pain' 'cranial' 'joint pain' 'classical' to..?

L

- Change conversation from '**why don't you refer?!**' to '**how can we help?**'
- Osteopathic knowledge and experience is invaluable to GPs, surgeons, nurses
- Key strands:
  - Engage with other professions at institutional and local levels
  - Develop 'common language' strategy (cf OIA-WHO glossary project)
  - Providing training for osteopaths around NHS practices

- Continuing investment and support to NCOR
- Deploying the Osteopathic Foundation to support research and standards development that builds credibility
- Exploiting newly recognised AHP status with NHS England
- Feeding upwards the positive results from cross profession working and public engagement
- Collaborating on public health promotion



Public Health England

Supporting Public Health

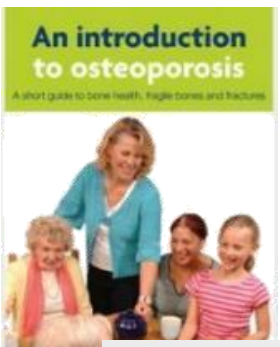
**One You - How to get involved**

With new year resolutions still fresh in the mind, many people are thinking about how to get fit and healthy so now is a great time to have a conversation with patients about their lifestyle and provide them the support they need to improve their health.

- **Promote 'One You' in your clinic**  
Use the posters and social media banners in your clinic, website and social media  
Download these from [www.osteopathy.org/for-osteopathy/public-health-one-you](http://www.osteopathy.org/for-osteopathy/public-health-one-you)
- **Sign-post patients to the 'One You' website**  
[www.nhs.uk/oneyou/moving](http://www.nhs.uk/oneyou/moving)
- **Promote Couch to 5K**  
Encourage your patients to download the app and support them as they take up the challenge
- **CPD - Physical activity and the treatment of long term conditions**
  - Free from the BMJ, this e-learning course provides 4.5 hours CPD on the consequences of inactivity and resulting comorbidities such as diabetes, cancer, obesity, dementia and depression. The course is available from [www.learning.bmj.com/learning/course-intro/physical-activity](http://www.learning.bmj.com/learning/course-intro/physical-activity)

The resources provide an opportunity for you to promote your role in providing health education and advice to patients on their lifestyles and how you may be able to support their decision. Look out for more on this campaign in the coming weeks in ConnectOne and GT.





Osteopathy & Getting Older  
Osteopathy works



Growing older doesn't mean accepting every ache  
[osteopathy.org](http://osteopathy.org)



**Have you been screened for osteoporosis?**

Osteoporosis affects an estimated 5million people in the UK. It is a condition of the bones that causes them to become fragile and break more easily. The condition itself is usually silent, those with osteoporosis are often unaware that they have it until they suffer a broken bone, which in turn can cause pain and loss of mobility.

Osteopaths are working with the National Osteoporosis Society to help you find out if you are at risk and what you can do to help yourself.

Ask your osteopath about osteoporosis screening and management as well as other ways to keep your bones healthy.

Your local osteopath is:

Or find an osteopath at [www.osteopathy.org](http://www.osteopathy.org)

- Developing the messages is one strand
  - Getting the message out is crucial
- Converting *osteApathy* into a profession wide collaboration
- The iO and other osteopathic institutions will provide the messages and tools
- We need the profession to use them

- We have an opportunity to create public understanding of '*osteopath*' that is about
  - care and outcomes
  - genuine patient centred, whole person approach
- We need to focus on what the public/patient/consumer
  - need
  - want to understand
- We need to thrive together or we will weaken apart



Thank you

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