



osteopathy
AUSTRALIA

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





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WHY ENGAGE MEMBERS RATHER THAN JUST SERVICE THEN

WHAT IS ENGAGEMENT?

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



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GOVERNANCE

**Fiduciary Mode:
Board has purpose**

**Strategic Mode:
Board has direction**

**“Governance
as Leadership”**

Chait, Ryan and Taylor, 2005

Generative Mode: Board adds value

GOOD GOVERNANCE NEEDS LEADERS

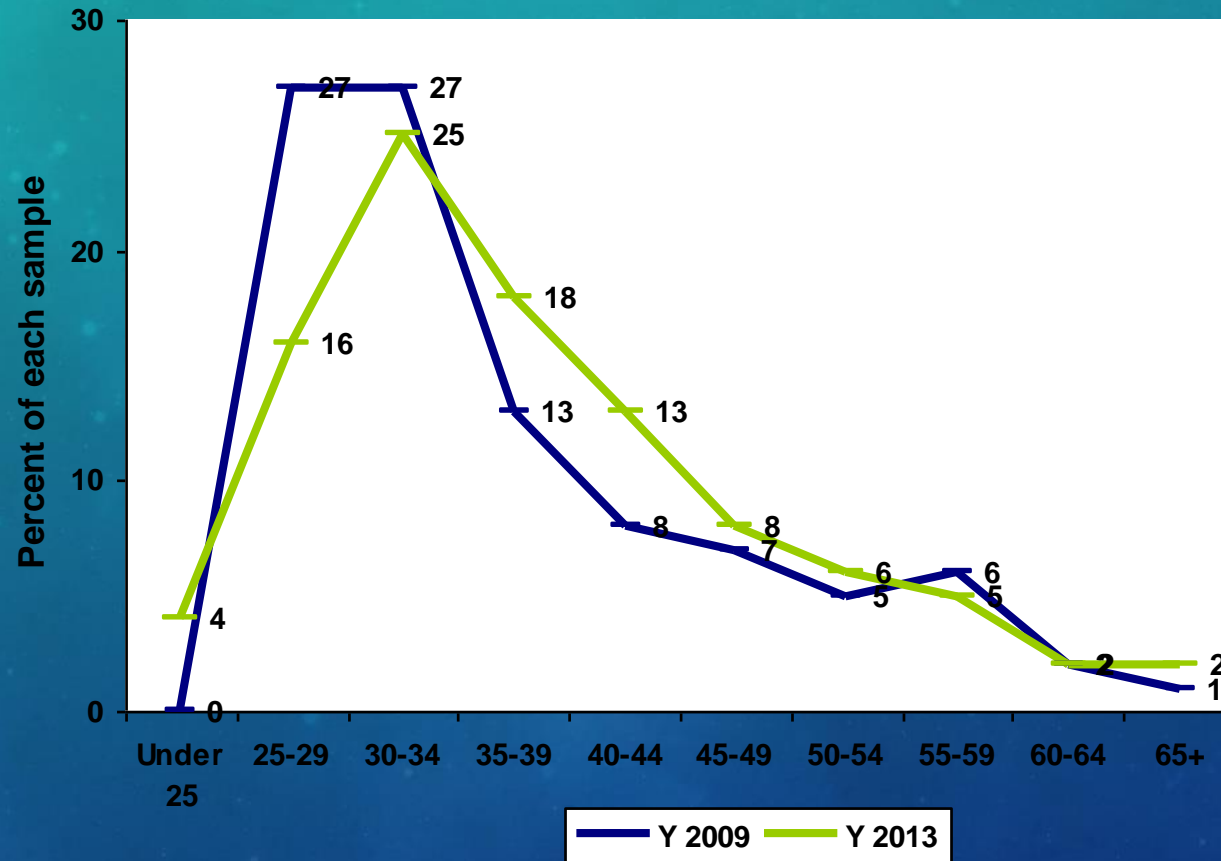
Leadership creates a shared vision; governance develops a coherent and courageous strategy; management designs and executes tactics to achieve the difficult goals. Alignment of leadership, governance, and management moves organisations from “good to great.”



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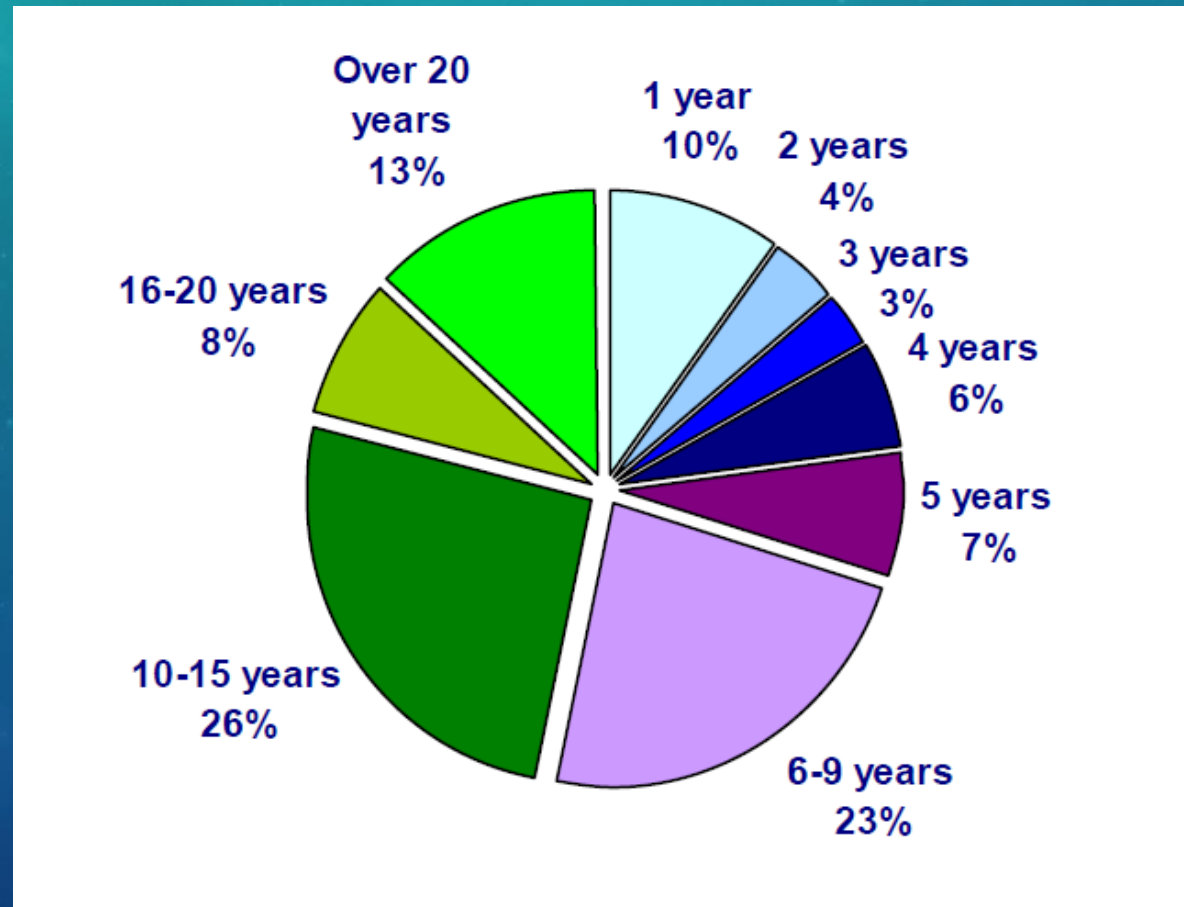
WHAT IS IMPORTANT TO OUR MEMBERS

THEY ARE YOUNG – 63% UNDER 40

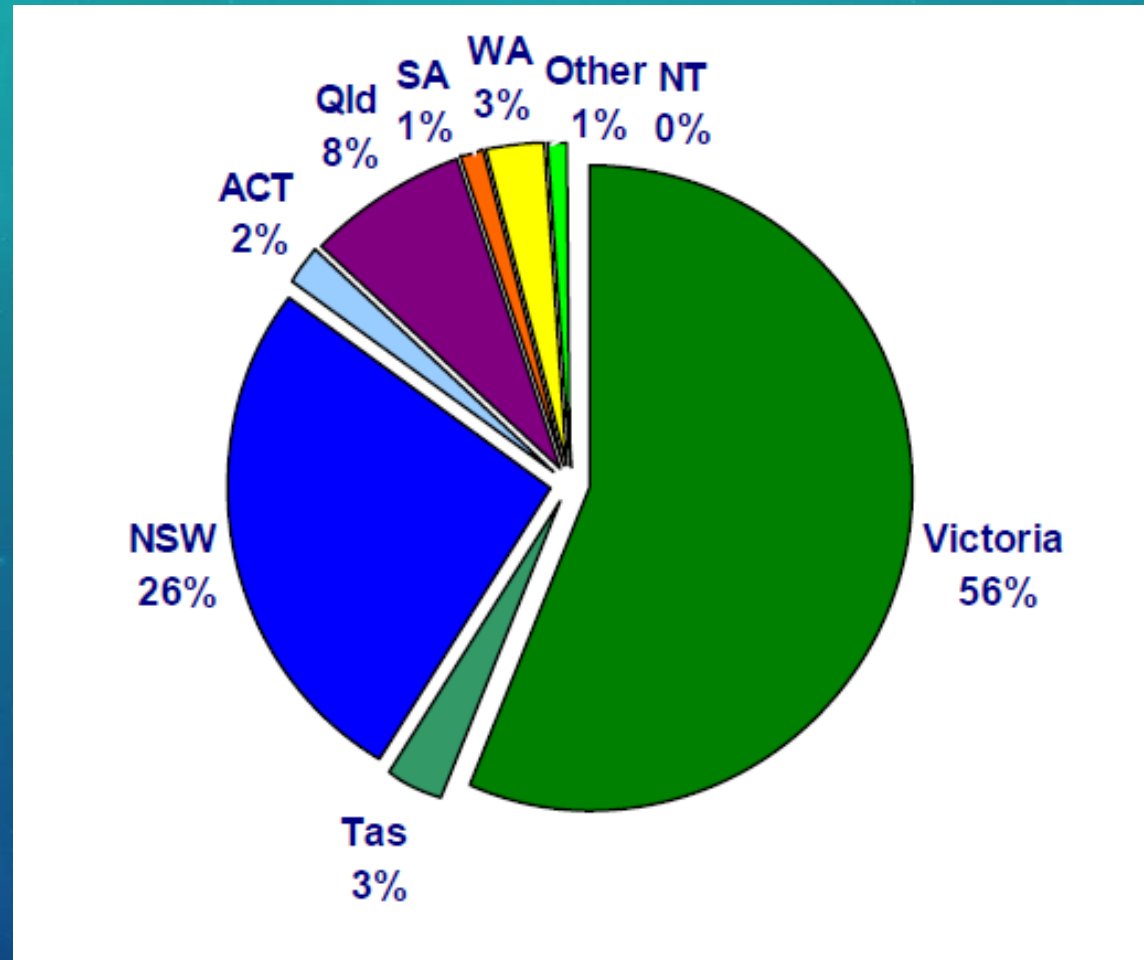


RELATIVELY NEW PRACTITIONERS

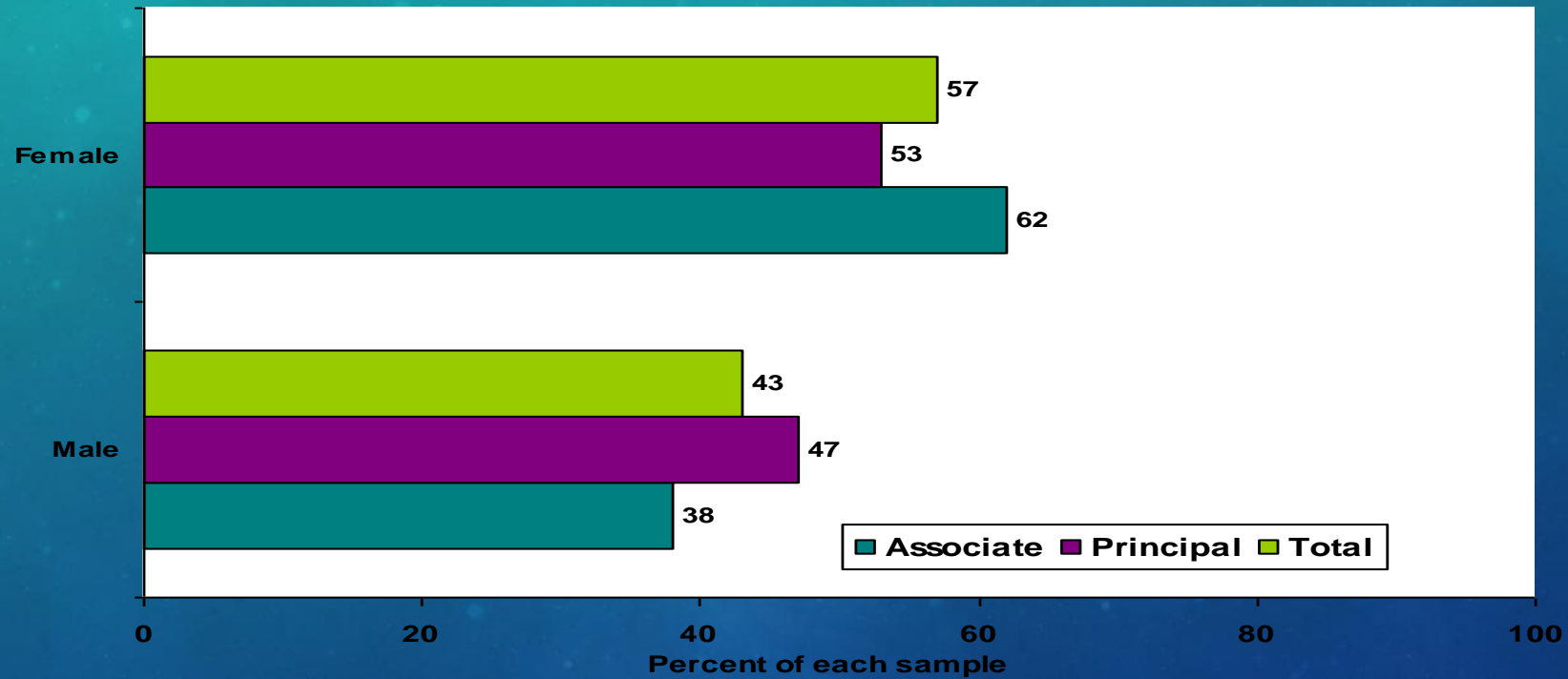
44% OF HAVE BEEN IN PRACTICE 5 OR LESS YEARS
65% HAVE BEEN IN PRACTICE 10 OR LESS YEARS



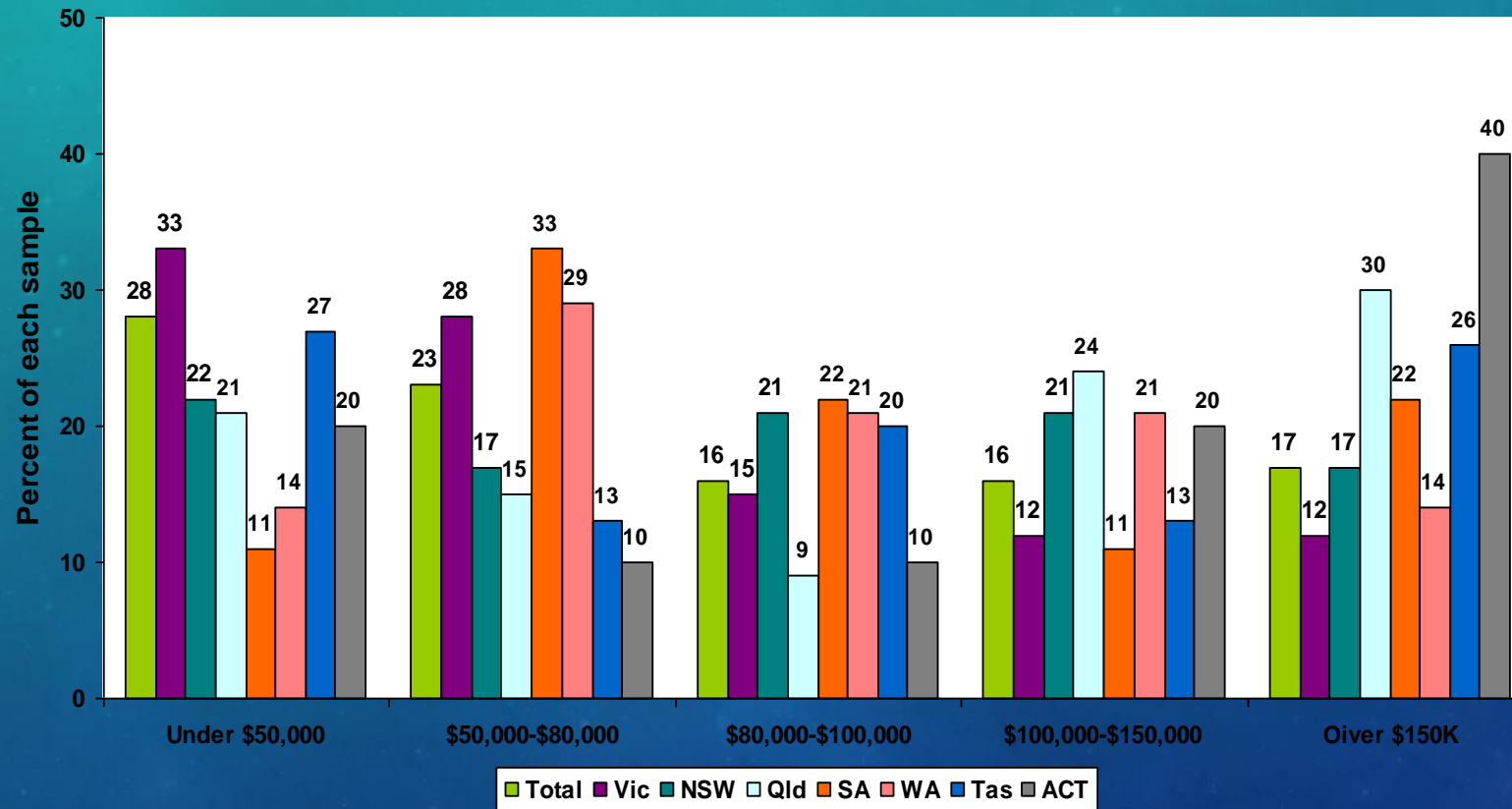
VAST MAJORITY ARE IN VIC OR NSW



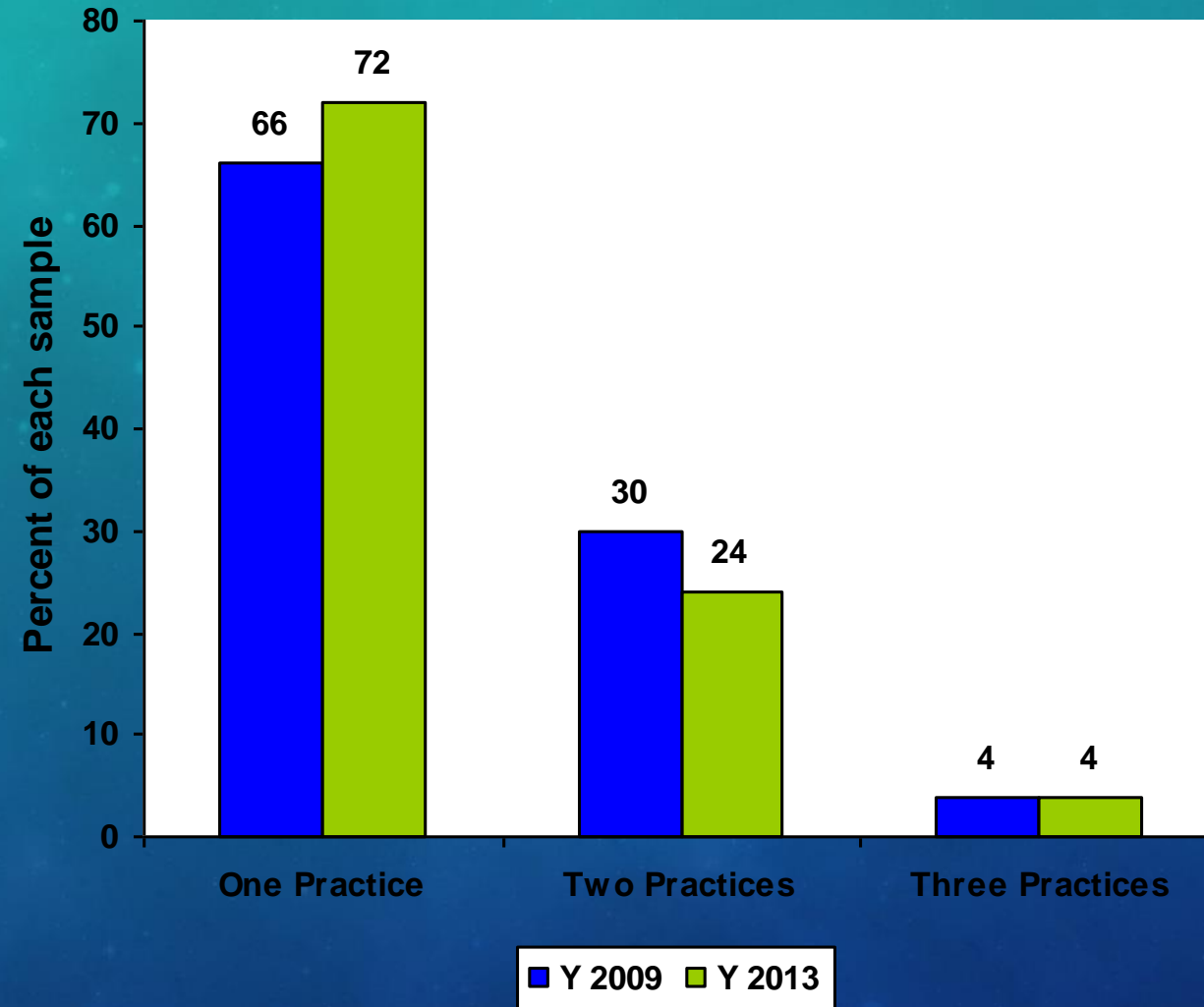
INCREASINGLY FEMALE PROFESSION



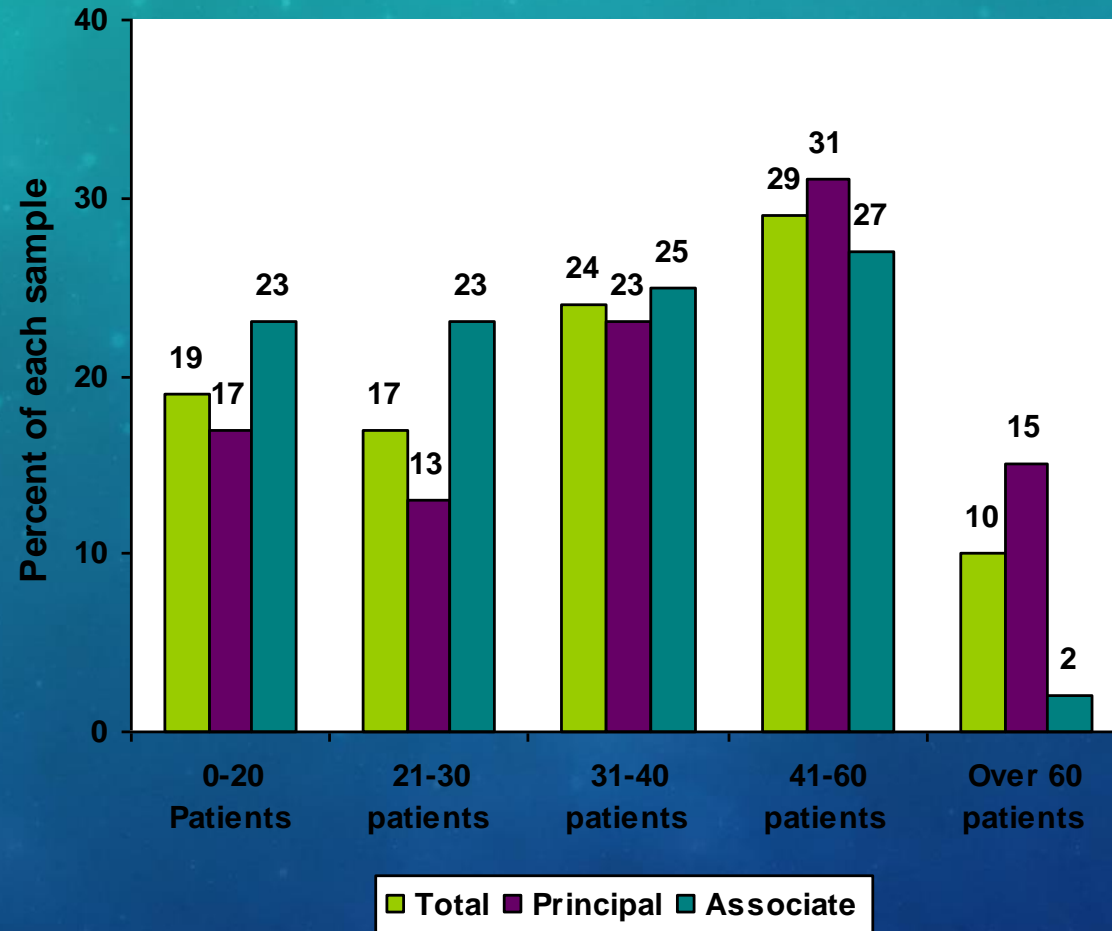
INCOMES VARY SIGNIFICANTLY



THE VAST MAJORITY WORK IN 1 CLINIC

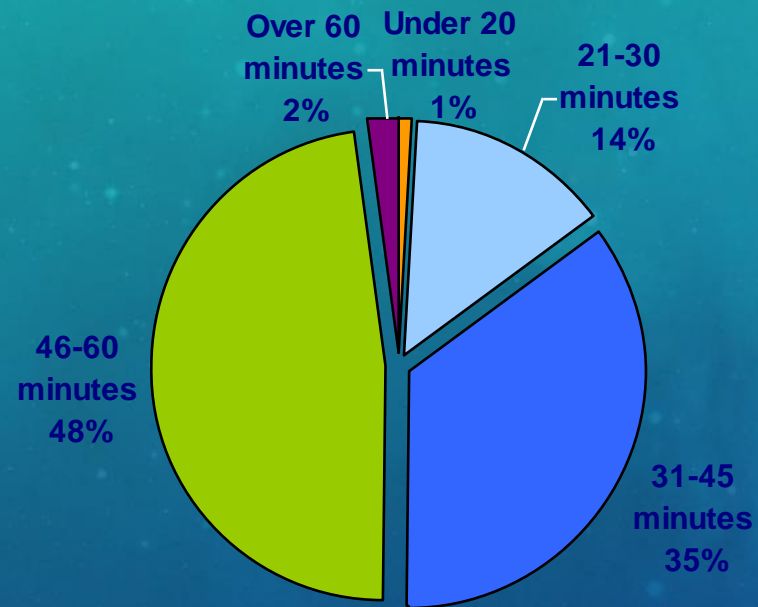


On average they see 40 patients/week

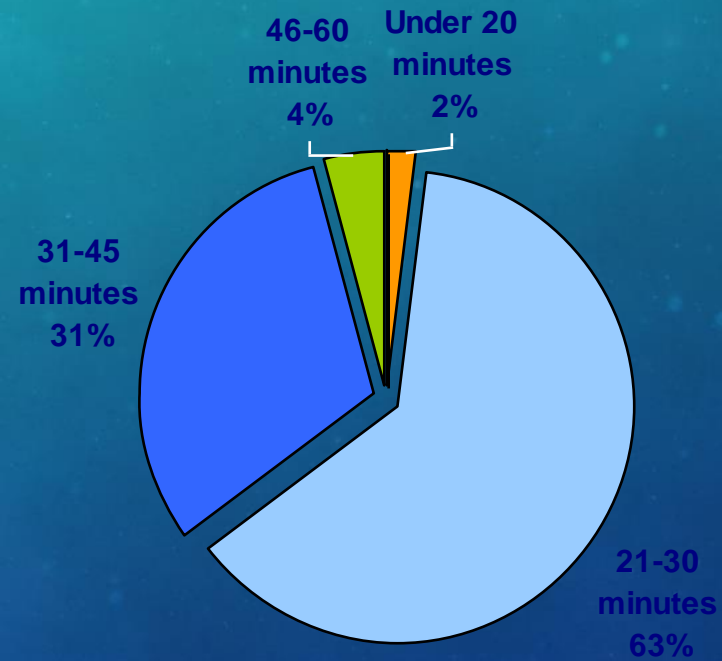


Treatment times vary

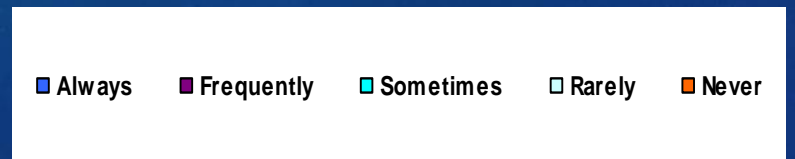
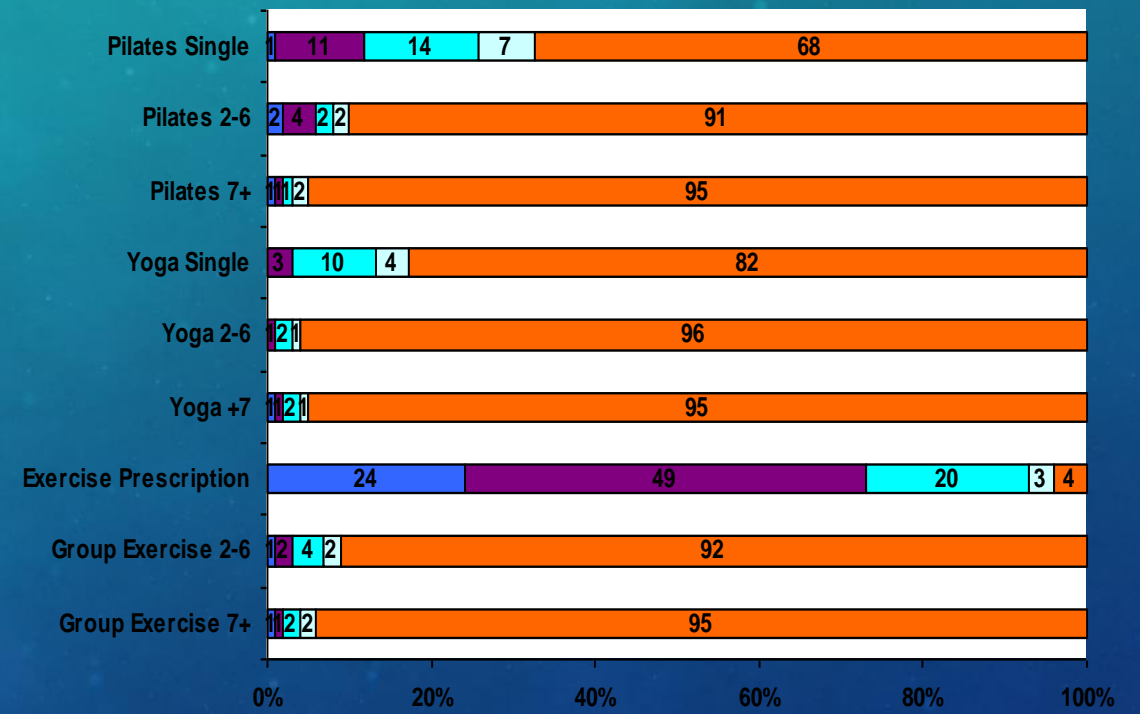
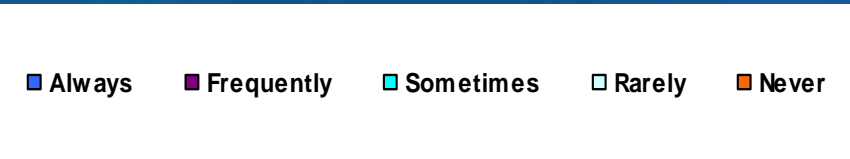
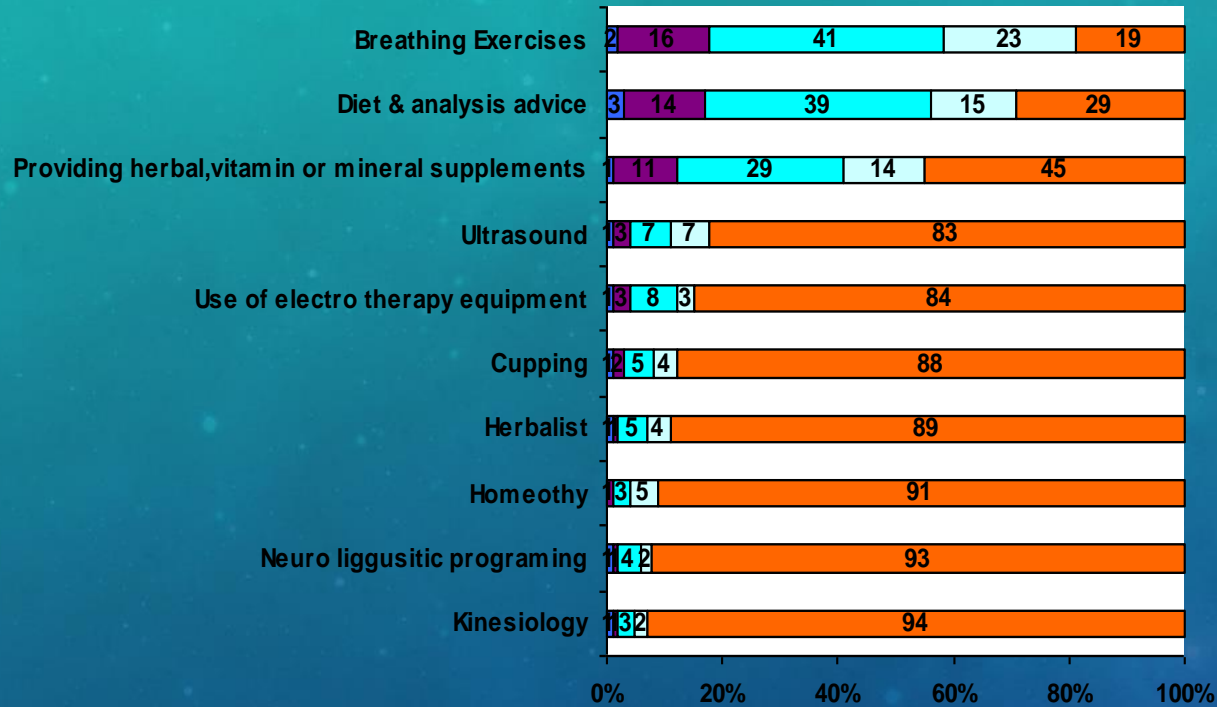
Initial Treatment
50 minutes (average)



Standard Treatment
35 minutes (average)



Do they practice other modalities



Reasons for membership

Reason	2013 %	2009 %
Support Profession/Unified voice	50	70
Cheaper Insurance	35	37
Courses/CPD/Seminars/Education	20	21
Lobbying	25	20
Information/be informed/Support	36	15
Marketing the Profession/PR	3	7
Member benefits unspecified	3	7
Networking/keeping in touch with peers	2	7
Publications/Online Journals	1	3
Website marketing	<1	2
Member Directory	-	1
Access to Website	<1	1
Negative reason	2	3
Other	1	2

OUR PLACE IN MANUAL THERAPY



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.



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FROM SERVICE TO ENGAGEMENT: DOING IT IS NOT ENOUGH

Leveraging the “Engagement Touchpoints”

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



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**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 comms@osteopathy.org.au

- [Important News](#)
- [CPD News](#)
- [Lobbying and Representation](#)
- [Member Benefits](#)
- [New on the Website](#)

Important News

Renewals Update

Congratulations to the winners of the Early Bird Renewal Draw: Alisdair 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 DeStefano [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 DeStefano is an Associate Professor of the Department of Osteopathic Manipulative Medicine, and is the Clinical Director

- Like us on Facebook
- Follow us on Twitter
- Forward to



5% discount on HCF Extras products. Australia's largest profit health fund discount is applied to current Hospital products, for both existing HCF provided you are a preferred payer either direct debit card.



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, curation 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

CAM use high among menopausal women



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

[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



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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




DOING IT IS NOT ENOUGH

 **Osteopathy Australia**
July 21 at 3:17pm · 🌐

Osteopathy Australia President, Patrica Thomas out pressing the flesh and lobbying politicians 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.



1,419 people reached [Boost Post](#)

Like · Comment · Share ·  59  4  5

1,419 People Reached

103 Likes, Comments & Shares

82 Likes	59 On Post	23 On Shares
12 Comments	4 On Post	8 On Shares
9 Shares	5 On Post	4 On Shares

80 Post Clicks

30 Photo Views	0 Link Clicks	50 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

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



Adam Pitt Osteopath

University educated, Medicare registered allied health practitioners who treat the whole problem by treating the whole person with hands-on healthcare.

12 September at 11:02 pm · Like · 17



Tracy Morrison

This needs to be explored through an inductive research process. Maybe OA will consider tendering a project to explore this to come up with a definition/statement based? I think s to universities/academia so will declare chers are the ones who should define this. n in (can't help it) the statement should 'ds medicine, GP or specialist - it doesn't ou put before or after those 3- we should es in those realms.

am · Unlike · 7

in on.. well articulated. it shouldn't just be inion and discussion. And once defined it ary work for a scope of practice (yes I know practice from 2013. But it defines in it that :ope of practice).

am · Edited · Like · 1

in the UK. A selection of the great and good up with a simple explanation of what osteopathy is. Embarrassingly, the best they could come up with was "Osteopathy is what osteopaths do". I'm not even joking.

13 September at 9:55 am · Like · 2



Patricia Thomas

OA is doing something about this, as you can see from this little 'blue-sky' effort on this forum. Before we start getting researchers looking at the problem, it's fantastic to show osteos what problems we're facing with trying to define it ourselves.

Michael Fleischmann

our scope of practice is an evolving document. You are so on-the-money to say that a definition of osteopathy and the scope of practice should be mutually supportive. The reason we're trying to define what we do is to communicate what we do to the rest of the health care community in stakeholder meetings, and so we can lobby more effectively. There needs to be an accurate, memorable and succinct definition so that we don't seem like we're waffling crazy when talking to those people, and to the media. We are trying to get the ball rolling, but with consultation with all our members.

14 September at 9:59 am · Like · 6



Justin Tate

Osteopathy Australia
July 4 · Edited · 🌐

Computers and smartphones are causing us to hunch more and more, resulting in back pain and postural problems.

Your osteopath will work with you to reduce muscular tension, inflammation and nerve irritation; improve joint mobility; reduce the duration of low back pain episodes and offer advice on posture, exercises and stretching.

<http://www.osteopathy.org.au/pages/posture.html>



87% of young people have back pain.

The other 13% have no computer.

1,764 people reached

Boost Post

Like · Comment · Share · 🍷 58 🗨️ 2 ➦ 24

1,764 People Reached

131 Likes, Comments

100 Likes

7 Comments

24 Shares

117 Post Clicks

44 Photo Views

NEGATIVE FEEDBACK

3 Hide Post


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Osteopathy Australia
August 27 at 12:00pm · Edited · 🌐

Regular physical activities are very important for maintaining the healthy lifestyle, but there certain exercises that might be damaging for your spine, neck and shoulders.

So, take some time and re-evaluate your routine, learn new techniques and prioritise health and safety. Your osteopath can explain the safe ways to exercise.

#physical ... See More



Seven exercises fitness experts wish you'd stop doing

THE gym can be an intimidating place for the inexperienced.

NEWS.COM.AU

4,270 people reached

Boost Post

Like · Comment · Share · 🍷 48 🗨️ 3 ➦ 38

4,270 People Reached

89 Likes, Comments & Shares

48 Likes	48 On Post	0 On Shares
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3 Comments	3 On Post	0 On Shares
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38 Shares	38 On Post	0 On Shares
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635 Post Clicks

0 Photo Views	188 Link Clicks	447 Other Clicks 📄
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0 Hide All Posts

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0 Unlike Page

Post Details



Osteopathy Australia

August 28 at 2:00pm · Edited [?] · 🌐

✓ 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



2,459 people reached

Boost Post

Like · Comment · Share · 👍 54 💬 3 ↻ 39

2,459 People Reached

155 Likes, Comments & Shares

108 Likes	54 On Post	54 On Shares
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5 Comments	4 On Post	1 On Shares
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42 Shares	39 On Post	3 On Shares
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166 Post Clicks

33 Photo Views	0 Link Clicks	133 Other Clicks ⓘ
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Osteopathy Australia



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

2,324 people like this page

Osteopathy Australia

osteopathy.org.au



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

 **Osteopathy Australia**
Apr 22

Suffering aches and pains? Feel better soon.



Osteopathy Australia
www.osteopathy.org.au

58 Likes

 Like  Comment

 **Osteopathy Australia**
Apr 22

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



Osteopathy Australia
www.osteopathy.org.au

61 Likes - 11 Comments

 Like  Comment



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**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

Osteopathy Australia

OSTEOPATHY AWARENESS WEEK



Suffering from Aches and Pains? Find out how OSTEOPATHY can help YOU.

766 people like Osteopathy Australia.

Osteopathy Australia

OSTEOPATHY AWARENESS WEEK



Suffering from Aches and Pains? Find out how OSTEOPATHY can help YOU.

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OSTEOPATHY AWARENESS WEEK



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766 people like Osteopathy Australia.

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



Osteopathy Australia

August 4 · Edited [?] · 🌐

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

[Boost Post](#)

Like · Comment · Share ·  39  1  18

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



KNOW YOUR 'ENEMY'



Low back cramp-like pain



Pain in abdomen



Light Headedness and Headache



Nausea and vomiting



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
- ☼ Prepare exercise and stretching programs, and provide advice on posture and stress management that often can be a reason for period pain

TRY THIS!





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**THE MEDIA IS NOT INTERESTED IN
OSTEOPATHY**

MAINSTREAM MEDIA IS COSTLY

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



Anthony Brand | 29th Aug 2014 8:08 AM

[Have your say »](#)



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.

Story Tools



f 0 t 0

USE THIS CONTENT

Related Items

- » MARATHON: From couch to 5km and feeling great
- » SUNSHINE COAST MARATHON: Chasin grand dream

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

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



Nat - Mamamia

Saturday 27 September 2014 9:01pm

(1)

By NATALIA HAWK

Andrea Wheatley is a 37-year-old osteopath

27th 6 WAYS OSTEOPATHY CAN TREAT HEADACHES

Sep 2014



BY Stacey Vanoska

TAGS back pain, headaches,

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



TEXT: BEATRIX HON PICTURES: GETTY IMAGES, THINKSTOCK BY GETTY IMAGES

RELATED: Muscle Up On The Source Of Your Headaches

GOOD TO KNOW



6 ways to beat sciatica

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

According to experts, 80 per cent of Australians will experience back pain at some point in their lives.

Unfortunately, this is particularly common when you reach your sixties and beyond, as bones become more fragile and prone to injury.

One of the most common back complaints affecting post-menopausal women is sciatica. This is when the sciatic nerve becomes irritated, leading to lower back and leg pain.

"The sciatic nerve is one of the longest in the body, extending from the lower back down to your legs. This is why sciatic pain is usually felt in the buttocks or along the back of the thighs," says Dr Chris Reeves of Victoria's Parkdale Osteopathic Clinic and the Australian Osteopathic Association. "For some it can be a dull ache, while others experience an 'electric shock' pain that can be quite debilitating."

Why does it happen?

The bones in our spine are cushioned by tiny sponge-like discs that help to absorb the pressure we place on our backs from daily activities like walking and running.

Dr Chris Reeves
OsteopathEbony Hornibrook
Physiotherapist

Sciatica occurs when the sciatic nerve becomes compressed or irritated, either by a slipped disc, bone spurs in the lower back or muscle tightness in the buttocks. This can cause numbness or pins and needles down one leg.

"You can trigger sciatica by frequent slouching or lifting heavy objects without keeping your back straight," says Dr Reeves.

Research also shows sedentary lifestyles play a part – particularly vulnerable are office workers who spend most of their day seated.

"Prolonged sitting increases your risk of adopting poor posture and puts added pressure your spine," explains Dr Reeves.

Symptoms of sciatica tend to go away on their own, but it can take months before you're feeling back

to normal. Here are some things you can do to speed up the process.

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-inflammatories, as 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.



However, new research shows that lying down could actually make matters worse.

"When you stay still, your muscles become stiff and tight," says Ebony Hornibrook, physiotherapist at Brisbane's Revive clinic. She suggests low-impact exercises like Pilates or tai chi to speed up your recovery.

"Once symptoms improve, try combining your work-out with weights and stretch bands to work on your flexibility and joint mobility. A stronger back means you're less likely to suffer from sciatica in future."

3 Treat with heat

Hydrotherapy, which combines the relaxing benefits of a hot bath with a low-impact work-out, can be a great help for soothing a sore back.

Led by a physiotherapist, a session usually lasts about 30 minutes and combines water aerobics, stretching, cardio 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

TIPS FOR A HEALTHY

Calm the ache of sciatica with osteopath Dr Chris Reeves' spine-strengthening strategies...

- ✘ AVOID SITTING ON HARD BENCHES: Always sit on hard surfaces to support the lower back.
- ✘ PRACTISE GOOD POSTURE: Slouching can cause sciatica.
- ✘ GET ACTIVE: Exercise as much as your back allows.
- ✘ WATCH YOUR WEIGHT: Even just a few extra pounds can increase the pressure on your back.
- ✘ TAKE STRETCH BREAKS: Follow the 30/30 rule: For every 30 minutes you spend sitting, get up and move around for 30 seconds.

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HEALTHCARE AND GOVERNMENT


WHAT IS LOBBYING

- It is boring
- It is mundane
- It is expensive
- And it is intangible




DOING IT IS NOT ENOUGH

 **Osteopathy Australia**
July 21 at 3:17pm · 🌐

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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



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DEMONSTRATE YOU FIT IN

THE AIM OF THE CLINICAL INTEREST GROUP

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.

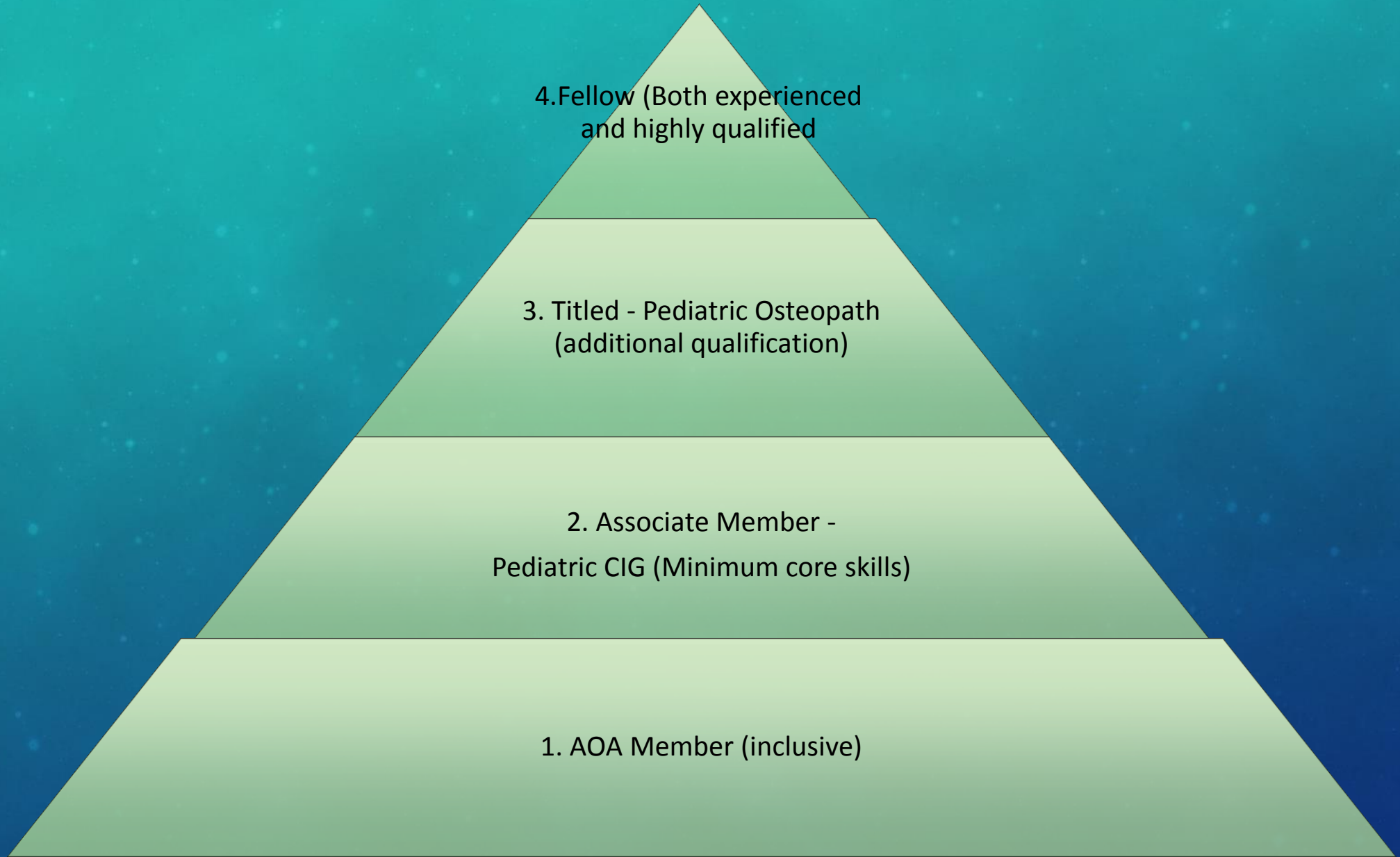


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CLINICAL INTEREST GROUPS

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4. Fellow (Both experienced and highly qualified)

3. Titled - Pediatric Osteopath (additional qualification)

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

1. AOA Member (inclusive)



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QUESTIONS?