Coreshorts — “Thanks for the Support”

by Greg Bay, PT, FCAMT, Dip Sports Physiotherapy

I would like to thank our leader Rebecca for asking me to write a few words about the Coreshorts journey. It all began with Cliff Fowler, PT, Ted Tilbury, PT, and Greg Anderson, PhD Kin, and me on a rainy autumn evening 11 years ago at our favourite watering hole. I was complaining about the lack of products that provided functional support for the lumbo-pelvic-hip complex when they politely told me to “shut up or do something about it.” The first design of what would become Coreshorts was created on the back of a Kokanee coaster.

After six years of prototypes and testing, “Coreshorts” was ready to be patented and trademarked. With intellectual property in place, it was time to test materials and function. We were lucky to have a few NHL teams participate in our testing. The first question we asked was not, “Do they assist in injury recovery?” but rather “Do they create harm?”


I then teamed up with two partners, Ed Georgica (equipment manager for the Ottawa Senators for 11 years) and Claude Gagnon (sales) to create a company called Coretection in 2005. We secured manufacturing in Toronto and began to develop our three versions of Coreshorts — Lite, Pro and Rehab. Coreshorts was officially launched in January 2006 and over 5,000 pairs were sold in the first year. So far in 2007, we have sold over 8,000 pairs. Coreshorts has had tremendous success in professional sports in North America, assisting in the recovery of low back, pelvic, hip and groin injuries.

Coreshorts has also been effective in assisting people after hip replacements, those with pelvic instability and post partum pelvic dysfunction. Coreshorts Pro and Rehab meet the medical compression ratings and have been covered by extended health plans, including ICBC and WCB, with a medical referral.

This Coreshorts adventure has entailed a huge learning curve in so many aspects of my life and I appreciate the patience...
President’s Report

Steering the Ship — Where are we headed?

Meena M. Sran, PT, PhD
President

With a new President and new members on the Board, you may be wondering where PABC is headed. I’d like to share my vision for my two-year term, which I presented to the Board at our September meeting.

Your leaders have worked hard over many years to ensure PABC is proactive and high functioning, both at the Board level and as an Association as a whole. We must maintain this.

Further, our first priority in our strategic plan is to position the profession to influence decision-makers, specifically the public and physicians. At the moment, our two primary actions to achieve this goal are: 1) our TV advertising, which is strong since we increased our air time over the past few months, and 2) our work with the BCMA president to strengthen our relationship with physicians, and focus on how we can work even more effectively together.

Our second priority is to promote excellence in practice. There are a number of actions outlined in our strategic plan that are currently underway, but in addition one personal goal of mine is to see PABC increase our ability to evaluate our activities. An example is our evaluation of the impact of our newly launched resource in the electronic health library of BC (eHLbc) through a research study (details to follow). Self-assessment will help us guide our future strategic plans, target our resources where they can have the greatest impact, and remain leaders in physiotherapy in Canada.

Our third priority is to continue to increase membership in PABC. One specific action of the Board is a complete review of our leadership structure, to ensure we are organized in a manner that gives us optimal capacity to meet the members’ needs and to achieve the priorities identified in our strategic plan.

Do you have comments on where we’re headed? Please feel free to contact me at president@bcphysio.org.

Thank you for being a member.

Following our Summer Directions report on the Conversations on Health, we received this email from the Assistant Deputy Minister:

Thanks for forwarding the summer 2007 edition of Directions in Physiotherapy magazine! What a hoot to see our picture from the symposium of us doing the Funky Fish! You are a good sport and fun leader! Thanks also for the summary you gave on the CoH International Symposium. I enjoyed the newsletter, especially the article about the 2010 Olympics and Physiotherapy: Interdisciplinary Program. I can see where physiotherapists will be one of the busier health professions at the 2010 Olympics.

Craig Knight, Assistant Deputy Minister, Strategic Policy, Legislation and IGR, Ministry of Health

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Directions in Physiotherapy

Directions is published four times a year: Winter, Spring, Summer and Autumn.

We welcome information of interest to the PABC membership. Please email copy to the PABC office by the deadline. Articles are limited to 500 words in length.

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We are at an all-time high for PABC membership numbers, surpassing our 2007 goal of 1,707 by 20 members. Your renewals came in at a faster rate than ever before, and we have high hopes of reaching 1,808 for 2008!!!

Yes, we are on a high, having reached a new peak and yet… with about 2,400 registered physiotherapists in BC, we are still hiking to the summit. And why would another hundred or so physiotherapists decide to join our climb?

In our first-ever member satisfaction survey, you told us we are doing all the things that are important to you and we need to focus on maintaining your priorities while strengthening practice support and physician ties. You can see from Meena’s article that her presidential vision aligns with your expectations. On the operations front, we are focused on your top three rated services:

1. Newsletter: Celebrating member achievements and sharing your clinical and research tips continues to drive our editorial slant.

2. Education: Our Professional Development Advisory Committee (PDAC) has honed its offerings for 2008 and onward. We will present two sets of three lectures/audiocasts (already a sell-out success this autumn), and two ‘big name’ courses annually (Shirley Sahrmann will bring her Advanced Upper and Lower Quadrant courses in Feb/Sept 2008). PABC is also offering an annual course to the Districts: in 2008, it’s Judy Village’s Ergo Assessment for Upper Limb and RTW (as developed through PDAC). And our Librarian continues to develop on-line tutorials.

3. Librarian: Our brightest star this year has been the amazing acquisition of Eugene Barsky and also the eHLbc subscription (see his article page 17 for details). Eugene has answered 1,000 clinical questions in the past year, and has provided untold resources to you and to PABC committees. And, thanks to his amazing creativity in providing services (blog, podcasts, physio search engine, etc.), we have won three awards this year: Canadian Health Libraries Association “Emerging Leader,” CPA “Partnership,” and, most recently, the Canadian Society of Association Executives “ACE — New Program.”

In addition to our work to keep these services at peak performance, we are ascending the summit by providing new practice tools, such as new Private Practice Business Tips and Tools through your Business Affairs Committee (see Tanja’s article on page 8), and for Public Practice, advocacy to the Ministry of Health for a Physiotherapy Directorate (parallel to Nursing Directorate).

We are dreaming that our trajectory to the top will attract new attention among your non-member colleagues who won’t be able to sit idly by watching all the PABC activity in which you are engaged.

Renewed PABC Website: Surfing Made Easy!
by Stephanie Dutto, PABC Member Services Coordinator

PABC is trying to make it easier for you, our members, to surf the PABC website and find the information you require. We are reshuffling some categories so it is easier to locate specific information. We are also changing the look of the site so it is more eye-catching and modern.

Don’t worry; you will still be able to use all the great website features like posting online job vacancies, courses and for sale items, using the Outcome Measures database and editing your online Find a Physio! directory profile, but you will also find navigating through the site much easier.

The newly designed Public site will be launched mid-October, and the new Members site will be launched shortly thereafter. Some new and exciting pages to check out on the Members site will be the Member Benefits Summary (make sure you are taking advantage of all your PABC membership has to offer) and a new page with downloadable physio fact sheets for patients.

Happy surfing! Please send any feedback about the new site to info@bcphysio.org.
of those around me. In particular, I am thankful for the support of the physiotherapy community as I respect this validation the most.

The best thing about our profession is that every day we are innovators! We need to figure out the best way to implement and sell successful injury recovery and prevention programs. Every day I get excited! How can something be done better? What is the latest research and why is it being done? How can we use it in clinical practice? We don't live in a box, so don't think in one!

Coreshorts is truly a physiotherapy product and I happen to be the one who nurtured it. We are extremely lucky to have world class academic and clinical resources that are right here in our own backyard. I am certainly grateful for the many years of advice, encouragement, and mentorship. I think that we, the physiotherapists, need to continue to support each other and lead the injury recovery and prevention revolution.

Coreshorts continues to be a work in progress as changes are made to improve the product. I look forward to continuing the Coreshorts journey. I would like to thank all my physiotherapy colleagues for their support, recommendations and encouragement.

For more information about Coreshorts, please visit www.coretection.com

Greg Bay owns two Sport and Spine Physio clinics in Abbotsford, and is the proud father of two daughters with PABC member wife Jennifer.

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PABC/CPTBC Joint AGM Day, April 12, 2008

The Joint Initiatives Committee, a four-member team of CPTBC and PABC, meets quarterly to discuss issues of common interest to both organizations, and works to present an education course annually at our AGM that addresses those interests.

This year, we will hold our AGMs on the same day so you get all your news in one visit. Please mark Saturday, April 12th, 8:30 a.m. - 3:30 p.m. on your calendars as your special day with us and your colleagues. To further excite things, we are holding our day in downtown Vancouver at the Empire Landmark Hotel on Robson!

Here’s the schedule:

8:30 – 9:00 a.m. Continental Breakfast
9:00 - 10:30 a.m. Education Session on Privacy and Continuing Competence
10:30 - 11:00 a.m. Coffee Break and Trade Show
11:00 - 12:30 p.m. CPTBC AGM, Beth Maloney Memorial Lecture
12:30 - 1:30 p.m. Lunch
1:30 - 2:30 p.m. PABC AGM
2:30 - 3:00 p.m. Break and prizes
3:00 - 4:00 p.m. PABC Public and Private Practice Updates

The free education session covers a critical issue that not all clinical physiotherapists fully understand: the Personal Information Protection Act (PIPA) and the Freedom of Information and Protection of Privacy Act (FOIPPA). A speaker from the Office of the Information and Privacy Commissioner of BC will explain how BC’s privacy legislation affects you. Using physical therapy practice scenarios, the speaker will highlight some of the grey areas in the legislation.

Following this presentation is a College update on their Quality Assurance Program, currently under development. Come and hear about the work done so far, find out about the framework for the pending Quality Assurance Program, and find out what PABC has to offer that will assist physical therapists in meeting the pending program requirements.

We’ll send you the registration information and other goodies in the spring. In the meantime, hold the date!

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Physio Client Tips from A-Z

This month, Physio Client Tips will be posted on the Members Only site for members to customize with their contact info and logo. Once customized, post, print or publicize them in your workplace, on your website, or in local papers. They are:

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Maximize your Physical Ability
Raking Leaves
Running
Shoveling Snow
Soccer

Staying Independent
Summer Fun
Travel Fit
Walking
What is Physiotherapy?
Winter Fun
Shifting Our Thinking

by Barbara Purdy, BScPT

Why is it that even when we know something will really make a difference to someone’s quality of life, we let money determine the solution? We fool ourselves into thinking that the cheaper alternative will work just the same. I refer to the practice of staff manually turning a dependent client in bed every four hours. I have found another solution: the Freedom Bed. It’s a computer-controlled, lateral rotation bed that automatically turns a patient.

Some background first. My client has been living with MS for 15 years. She manages her own home, but requires 24-hour care, as she is totally dependent. Her legs and right arm are paralyzed; she has no trunk control and an injury to her neck gives her radiating pain to her shoulders. Limited use of her left arm allows her to operate a power chair. She is at risk for decubitus ulcers, pulmonary congestion, urinary tract infections and circulatory problems.

Despite four-hour manual turning, she experienced pulmonary congestion leading to pneumonia and often hospitalizations. Lying on her right shoulder aggravated her pain and staff began to turn her every 1.5 hours. This manual turning wrenched her body, disturbed her sleep and did not relieve the pain. Medication did not help. She became sleep deprived and miserable.

As a last resort, we trialed the Freedom Bed and, in just two weeks, we noticed a major difference. She was laterally turned on a three-section mattress positioned on top of a three-section aluminium platform. She was cradled during the turning process to prevent sheer forces and enable stability. The bed was programmed to position her to 23 degrees left and 23 degrees right with dwell times starting at 1 hour left, 1 hour center and 1 hour right. At the mid-point of the trial, as she became more accustomed to the bed, the angles of rotation were increased to 28 degrees left and right and the dwell times were reduced to 30 minutes left, 15 minutes center and 30 minutes right.

During the two-week period of the trial, her sleep improved and she experienced no “wake-up” pain in her shoulder nor reddened pressure areas on her body. After a month, her circulation improved and, over time, general health also improved.

This success with the Freedom Bed got me wondering about all of our clients who are dependent on someone else to turn them in bed, and if they wouldn’t similarly benefit.

Automatic repositioning also means the care staff has decreased repositioning force which complies with the WorkSafeBC “minimal-lift” requirement.

Just as ceiling lifts introduced a new standard of care for patient transfers, I believe turning beds are the latest technology that will benefit both client and caregiver. Isn’t it time we make a paradigm shift and start recommending turning beds for our clients?

For more information on the Freedom Bed, see www.pro-bed.com or contact Peter Short at 778-389-7362.

Many Happy Returns

Year-End Tax Tips for your 2007 filing

by Bradley Roulston, CFP and Alim Dhanji, CFP

Ten ways to pay your taxes without leaving the Tax Man a tip!
1) Defer purchasing a non-registered fund until Jan. 1st to avoid 2007 distribution taxes. If selling, do so before distribution dates.
2) Selling capital losses can offset capital gains.
3) Maximize your RSP contributions, and start as young as possible. If you don’t need your RSP deduction, you can still shelter your money and claim the deduction in future when your tax rate is higher.
4) Charitable donations should be claimed by one spouse to maximize donation credits. Consider donating securities for better tax treatment.
5) All medical expenses should be claimed by the lower income-earning spouse to maximize medical tax credits.
6) Income split wherever possible. Equalize current and future incomes.
7) Beware of tax-shelter donation arrangements and gifts of property.
8) Cash only! Don’t debt finance for personal spending. Borrow only for investment, home purchase, or business purposes.
9) A big-fat tax-refund is a bad thing! Complete a T1213 form, reduce your tax withholdings and increase your monthly cash-flow.
10) Don’t wait to ask ‘how did I do last year’!

Contact info@hcfinancialgroup.com or call (604) 628-4402 for more information. Healthcare Financial Group specializes in financial planning for physiotherapists; assessment/recommend fees are waived for PABC members.
Public Practice Directions

by Kathy Doull, BScPT, MA, Chair Public Practice Advisory Committee

It has been an exciting few months for PPAC committee members! Our new report, PABC’s Perspective on Physiotherapy in Public Practice Today, was finalized in September. The report represents many months/years of hard work by committee members both past and present, as well as those who took the time to respond to the surveys sent out to acute, community and paediatric practice members. The key findings of the report centre around two main issues of importance to physiotherapists across the province: physiotherapy involvement in health care planning, and the need for multiple strategies to address the supply/demand crunch for our valuable services.

In September, the report was sent to Health Authority CEOs, as well as to the Ministers of Health, Education, Advanced Education, and Children and Family Development. The rapid responses have been so exciting. Both Health Minister George Abbott and Education Minister Shirley Bond responded immediately, and we will meet with Minister Abbott on November 20th to discuss our findings and work to solutions.

I would encourage everyone to read the paper, especially the recommendations so you can advocate from your perspective for the need to implement these recommendations on behalf of our patients. Please share and discuss with your co-workers, the decision- makers in your health authority, and elected government officials in your health service area so that we can improve awareness of the issues and foster joint collaboration towards solutions. It is posted on the public site www.bcphysio.org under PABC Publications — Public Practice Surveys/Report.

Most importantly, please also share this report with non-member physiotherapists so they can see how PABC is working on their behalf to improve conditions for all public practice physiotherapists. There really is strength in numbers and ideally we would like to say to the Minister that we represent all public practice physiotherapists! With it being membership renewal time, it’s a perfect opportunity to share the positive impact we are making (and save $100 on membership if you recruit someone).

In September, PPAC met to begin strategic planning for the next year. We said goodbye to some members who are moving onto other adventures and welcomed some new members. Scott Brolin, who so tirelessly led PPAC for the last two years has stepped down to take on a new role as PABC Board Director for Vancouver area, and Cleo Lajzerowicz is stepping down as our student representative as she is graduating! (Congratulations Cleo!) Chiara Singh is a new member from Fraser Health representing acute care/paediatrics. During our September planning meeting, we identified several strategic priorities for the 2007-08 year. These include: 1) advocacy — working with health authorities and government to follow up on the recommendations in the Practice Today report and provide leadership in developing/ implementing solutions; and 2) membership recruitment and retention by increasing public practice member services and by helping to connect and engage public practice physiotherapists with the work being done around the province. Please feel free to contact Rebecca or myself with your feedback, thoughts and ideas for action! Kathy.doull@fraserhealth.ca

Again, thank you to all the PPAC members who helped work on this initiative over the past few years, and to all the public practice members who provided us with their feedback. Without everyone’s assistance and input, we would not be moving forward.

Member Feedback on the Report

Excellent report! I hope some changes will ensue as a result of this comprehensive report. Thanks for this and all the other incredible work done on our behalf.

Well done to the committee. It lays out the concerns and provides the evidence to validate those and provides a good recommendation in dealing with them. I was very impressed. WOW!

Thanks very much for conducting and circulating this report. It is well done and the numbers are impressive. I have forwarded it to a number of people.

Wow, the report and Eugene’s updates are both so excellent for me as a school therapist, huge thanks for these - very timely and useful.

This is an excellent, comprehensive piece of work. I am going to share with all my staff in the hope that we may recruit more PABC members.

Thanks to Scott, Kathy and others for authorship. Kudos to PABC for leadership. I encourage everyone to forward a copy to your manager with a request to follow up.

Members in the news

PABC President Meena Sran is featured in a two-page spread in the September issue of HSA’s The Report. Great exposure for the profession and for PABC! Meena was also interviewed by the Georgia Straight regarding the shortage of physiotherapists and lack of government support for the needy. Marj Belot was also interviewed about one of her spinal injury patients.

Heather Branscombe was written up in the Abbotsford Times, Abbotsford News, Vancouver Province and Edmonton Journal regarding her work with groundbreaking therapy with the “TheraSuit.”

Travis Wolsey and his seven associates were highlighted in the Delta Optimist for their work with elite athletes and forthcoming involvement with the Olympics.

continued on next page
A New Provincial Paediatric Therapist Consultant

by Jason Gordon, PABC member since 1995

I consider myself very fortunate to have the opportunity to be the Provincial Paediatric Therapist Consultant. The vision of this Office is to make BC the province of choice for paediatric therapists, and to establish paediatrics as a desirable practice area for occupational therapists, physical therapists and speech-language pathologists.

My career began in 1995, working as a sole-charge physiotherapist at a Child Development Center in beautiful Bulkley Valley. I moved back home to Kelowna and began working at a busy orthopaedic private practice clinic, but continued to keep one hand in paediatrics by working part-time at the Central Okanagan Child Development Center. The experience at Child Development Centers in both rural and urban areas enlightened me to the many challenges and hurdles parents face when trying to access therapy services for their children. The wait lists are very lengthy, with infants often having to wait 2-3 months to receive therapy services (that’s half a life of waiting for a 5-6 month old!). Services are often quite fragmented with part-time FTEs, as even in desirable places to live such as Smithers or Kelowna, agencies struggle to fill therapy vacancies.

In 2000, two colleagues and I opened a new private practice orthopaedic clinic in Kelowna. I continued to maintain an involvement in paediatrics, but this time by seeing children in a private practice setting. This alleviated wait issues as I could see new children referred for physiotherapy within a week; however, the cost of service was definitely a factor limiting access. The frustration of trying to access therapy services is another stress families simply should not have to face when they are already coping with a child with a disability or developmental delay.

In 2004 I left the hustle and bustle of small business ownership and private practice to pursue a Master’s degree. This allowed me to realize several other opportunities such as being a substitute lecturer for the Okanagan College Therapist Assistant Diploma program, and the position I currently find myself in, the Provincial Paediatric Therapist Consultant. I view this opportunity as a tremendous challenge, yet an ideal situation to try and influence many of the barriers to paediatric therapy services I have personally observed. I also relish the chance to increase the profile of paediatrics, which I feel is the most diverse and professionally rewarding practice area for therapists.

Early in my career a mentor of mine, Randy Goodman, bestowed upon me the importance of being a member of the Physiotherapy Association of British Columbia. I grudgingly accepted his advice, at the time viewing it only as another expense to which I would rather not devote my limited financial resources. However, as I pursue the abundant opportunities we as physical therapists are fortunate to have, I increasingly appreciate the importance of belonging to our professional association. I have benefited from the hard work of PABC in public and private practice settings, and in paediatrics. I have taken advantage of initiatives such as our very own librarian (three cheers for Eugene Barsky!), and look forward to now having access to the Electronic Health Library of BC. Talk to your non-member colleagues and help them see the light! Let’s continue to grow and strengthen our professional association.

Members in the News...continued from previous page

JR Justesen was featured in the Times-Colonist for his Goal-Tek company that creates products to make soccer sidelines more efficient and safe. The article was focused on the clean water bottle strategies.

Carol Kennedy was featured in the health sections of the Vancouver Sun and Victoria Times-Colonist for her tips, and Dr. Karim Khan’s, for the new age of injured adults Boomeritis.

Mark Borslein was featured in a Vancouver Sun insert on aging, with his tips on a safe start to a fitness regime.

Kerry Maxwell was interviewed by CTV regarding her professional opinion of Bowen Therapy. She was also in the Vancouver Courier with her tips on safe stretching.

Susie Mortensen and Marilyn Hellier made headlines in the business section of the Vancouver Sun and both Whistler papers with the announced sale of their Whistler Physiotherapy Group of four clinics to Lifemark. Both members will “remain fully engaged in the business while juggling their Olympic commitments.”

Stan Metcalfe was in the Golden Star for his Cardon Award for Excellence in a Research Article.

Patti Pedersen was lauded in the Williams Lake Tribune for her life-changing work with a head injury patient.

Val Moilliet was praised in the Delta Optimist for her leading work with IMS.

Davis Rodrigues (who recently retired from his PABC Director position) was highlighted in the Prince George Citizen for opening his second new clinic, located at UNBC.

Joel Kryczka made the Kelowna Capital News with the announcement of his work with the Canada Alpine Ski Team in their training camp this fall.

Jan Lowcock offered tips for a Vancouver Sun feature article on posture to avoid fatigue during the film festival.

Forgot your PABC Member Site Login Info?
Click “Forget your login?” below the login box at the top right corner of the screen, enter your CPA # on the new screen, and the system will automatically send your User ID and Password to your email address. The email address used is the one in the Find a Physio! database.
Private Practice Directions

New Practice Tools, Delivered by Freight Train

by Tanja Yardley, BScPT, Business Affairs Committee Chair

Your Business Affairs Committee currently resembles a fully loaded freight train hurtling down the tracks at break-neck speed. It has been a busy fall and thanks to the input and hard work of several of your representatives, you will soon have a full array of easily-accessible, customizable patient handouts covering a diverse range of topics. Patient having trouble sleeping? Be prepared to go online and download “Tips for Getting a Better Sleep.” Concerned about your older patients raking leaves and shovelling snow? Download the latest ergonomics and energy conservation tips. When we last got together, there were more than 20 going to press with more to come. If you have any ideas or submissions, please don’t hesitate to contact us through the PABC office or website.

From a business skills perspective, we are also moving forward. PABC has rolled out the business tip sheets on the Members Only site (Making a Good First Impression, and Word of Mouth Referrals were in the Summer newsletter; Ten Marketing Tips and Working with the Media are in this newsletter), and we are currently compiling resources to help those starting and operating a physiotherapy business (see book review page 10). We have successfully coordinated with the Business Success Coaching Program and hope to offer more mentoring resources in the new year. Our members have also participated in the development of “Business Stream” at Congress 2008, with workshop and session presenters from beautiful BC.

Get ready for the ride folks — we are hurtling headfirst into a bright future!

Physiotherapist as Disability Manager? A Report from PABC’s Back Strain Task Force

by Perry Strauss, BSc.Kin, BHSc.PT, MBA Candidate

The potential exists in physiotherapy to create an environment where the injured worker in BC is returned to the workplace faster, safer and in a less costly way. The evidence says so.

PABC’s Back Strain Task Force (BSTF) has wrapped up over a year of investigation, review, discussions and consultation to present the paper on the management of work-related, non-specific back strain. Topics addressed include common physiotherapeutic strategies such as manual and manipulative therapy, exercise, education, ultrasound, laser, electrical modalities, acupuncture and IMS. Other topics included for their potential impact on the management of the injured worker include the timeliness of the referral, communication, prognostic factors, outcome measures and the development of a proposed model of care to guide decision making. The results are summarized in the paper, as well as in the addendum where each literature review is detailed in narrative form for those keen on looking at the individual studies.

The next challenge is implementation. Over the course of the year the level of interaction with our partner, WorkSafeBC, on the development of the recommendations was limited. We expect the level of collaboration will improve now that we have a strong, evidence-based document to drive some process and behaviour changes to the way the injured worker is managed. The recommendations also drive to a win-win situation for both the physiotherapist and WorkSafeBC.

I look forward to any feedback from the membership on the paper. New evidence is being published and our own experiences are growing every day. I hope this document is a starting point for discussion and the building of an ongoing evidence-based practice in this area.

On behalf of PABC, I offer a special thanks to the task force members who each volunteered countless hours of their time to delve into this work: Tracy Barber, Philippe De Clerck, Alison Hoen, Al Kozlowski, Bianca Matheson, Neil Pearson, and Matt Wright-Smith. Thanks also to Eugene Barsky and Rebecca Tunnacliffe for their support.

Perry Strauss chaired the BSTF and has served on several PABC committees and task forces.

A candid comment from one of the BSTF members: “It was a pleasure and an honour to be part of such an intelligent and thoughtful group of professionals who truly care about what they do and how their profession evolves.”

ICBC and the CL20

We have had a number of reports of adjusters asking for free information that should be recorded on a CL20 and paid at $46. Be assured, if an adjuster is asking for an update on your patient, offer to submit a CL20 and make sure they agree to pay for it. If you receive a form that resembles a CL20 that a Claims Centre has drawn up, you can fill it out but be sure they agree to pay the CL20 fee.
Knowing Yourself and Your Team Is Essential To Growing Your Business

by Erika Trimble, Business Coach

To be successful in providing and marketing your professional services, it is imperative that you first have a solid understanding of yourself and your team. Without this knowledge, it is difficult to determine and demonstrate to your prospects what sets you apart from other practitioners, and why you are best suited to help them.

Know Yourself
To communicate the benefits of choosing you over others in a powerful way, you need to learn how to communicate what makes you unique in a few succinct phrases.

Knowing how you distinguish yourself from the competition can be the foundation for communicating your unique value and your personal brand. Your personal brand or image is a combination of your passions, strengths, skills and traits.

Once you have identified these, look at them from your client’s point of view. Which of the qualities you identified would be valuable to your client? Take those items and use them to help you create a few concise sentences explaining your unique value to your clients.

Know Your Team
Clients have increasingly higher expectations. You need a team that meets their demands. Clients expect you to recommend the RIGHT person for their needs. Your team must have unique qualities that meet the needs of your clients.

By learning more about yourself and your team, you will become a better service provider. Knowledge in these areas is the most powerful way to become the clinic others want to go to and refer to their friends and family.

Erika Trimble is dedicated to giving physiotherapy practice owners the tips, tools and strategies they need to successfully grow their businesses. Learn more about the strategies in the Physiotherapy Private Practice Business Success Program at www.prosperousphysiotherapy.com/bizsuccess

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Sport Physiotherapy BC Update

by Timothy George, BScKin, BScPT, Diploma Sport Physiotherapist, Sport Physio BC Chair

After a short summer hiatus for the Sport Physio BC (SPBC) executive, we had our first meeting this fall to plan the upcoming year of events. There’s always a lot going on in the world of sports and sport physiotherapy. Just recently, approximately 50 people across the country sat down and took the written component of the Sport Physiotherapy Canada (SPC) exams. This is fantastic for continuing to build up the numbers of qualified sport physiotherapists in the country. For those successful in the written exam, the practical component will be held in Vancouver sometime in January/February 2008.

The SPBC executive plans to host our Certificate Exam Prep Course on the weekend of December 8-9th. Although useful for those taking the practical exam this year, this course is also of benefit to those not currently challenging the exam, but who work with athletes in a clinic setting and would like to increase their competency covering sporting events. The course covers the topics of exercise physiology, functional testing for return to sport, athletic taping, sports massage, protective equipment, and concussion assessment and management. For more details and registration, please see the SPBC website www.sportphysiobc.com.

At the SPC AGM held in June, a motion was passed regarding the base level of training required to enter the SPC education system. It is now mandatory for all therapists entering the system (and those maintaining their credentials), to have First Responder training instead of the previous requirements of Standard First Aid and CPR. SPBC is doing our best to host regular Sport First Responder courses to help people with this requirement. Following our one in Kamloops October 19-21st will be the Vancouver session December 14-16th. Details are available on the SPBC website.

In efforts to provide our members with value for their membership, our Marketing Director, Chris Napier has been busy planning ways to promote sport physiotherapists in BC. SPBC will have a booth at the Allan McGavin Sport Medicine conference in November. We hope to provide all delegates, (physiotherapists, GPs and sport medicine doctors) with information about what a sport physiotherapist does, who we are and where to find us in the community. If you are attending the conference, be sure to stop by and check us out! Details about the conference can also be found on our website.

See you all on the sidelines!
Book Reviews

Three PABC members review new works by their colleagues

Ultrasound Imaging for Rehabilitation of the Lumbopelvic Region: A Clinical Approach. Jackie L Whittaker

Review by Peter Huijbregts, PT, DPT, OCS, FAAOMPT, FCAMT

The stated goal for this text is to present a comprehensive description of the current application of ultrasound imaging (USI) in the rehabilitation of neuromusculoskeletal dysfunction in the lumbopelvic region based on published evidence as well as the author’s clinical expertise. The intended audience is rehabilitation clinicians currently using or interested in integrating USI into their clinical practice.

The text is composed of five chapters and four appendices. Chapter 1 discusses the technical aspects of sound wave propagation and equipment in addition to scope of practice and safety considerations. Chapter 2 provides specific descriptions on how to generate images of the lateral abdominal wall, midline abdominal fascia, multifidus, and bladder and pelvic floor. Chapter 3 discusses qualitative interpretation of imaging of resting state, automatic activity during loading, and preferential activation for the transversus abdominis, segmental fibers of lumbar multifidus and the pelvic floor (levator ani) muscles. Chapter 4 discusses quantitative interpretation of lateral abdominal wall, midline abdominal fascia, lumbar multifidus, and bladder wall motion imaging. Chapter 5 discusses the practical integration of USI into the clinical management of lumbopelvic dysfunction. Appendix A provides a lumbopelvic USI assessment form that can be immediately integrated into the clinic. Appendix B outlines suggested minimum requirements for a USI accreditation process for rehabilitation professionals, and appendix C provides further practical information on integrating USI in the clinical management of lumbopelvic dysfunction by way of a comprehensive case report. A glossary (appendix D) and an index conclude the text. The text is extremely well illustrated throughout with line drawings, black and white photographs, and images captured with USI.

This text is a very well written educational tool. The clinical expertise of the author is evident throughout and exemplified by her providing clinical tips and pointing out clinical pitfalls based on a clearly extensive clinical experience with this diagnostic modality. The author combines USI findings with observational and palpatory findings, thereby integrating the modality into a comprehensive diagnostic approach, but refers to other texts on this topic, as it is not the intent of the book to discuss diagnosis and management of lumbopelvic dysfunction in a comprehensive manner. The references used are relevant and comprehensive. Where available, data on reliability and validity are provided, allowing readers to make evidence-informed decisions. Even as a novice to this diagnostic modality, I came away with a basic understanding and enthusiasm with regard to future clinical use of this diagnostic tool. This book is indeed the first of its kind and deserves a place in the library of any clinician currently using or interested in using ultrasound imaging in clinical practice or for research purposes.


Jackie Whittaker owns Whittaker Physiotherapy Consulting

Fit to Play (TM) & Perform—Agility, Balance & Coordination. Carl Petersen

Review by Tamarah Calyniuk BAH, MPT, CSCS

This DVD is a compilation of activity-specific training exercises and drills to improve and complement athletic movement and performance. What makes this DVD unique is its educational component: the why and how of the high performance skills. The drills are carried out by young athletes, visually illustrated and clearly explained for a wide viewership of therapy professionals, athletes and active individuals.

For physiotherapists and their clientele, the drills are user friendly and can be incorporated in the treatment to training spectrum. The drills make use of commonly available sport-conditioning equipment throughout and offer practical and innovative drills and techniques to target active individuals’ needs of agility, balance, coordination and power. The DVD begins with a comprehensive, dynamic warm up that can be implemented in a clinical setting. Following is a progression of drills that can be used sequentially (as per the 40 min. video) or selected individually to enhance an athlete’s strength and conditioning program. These training drills are informative in that they reinforce active rehabilitation theory and injury prevention. For active individuals of all ages or expertise, they translate into effective strategies to help optimize activity and sports performance.

Carl Petersen’s Fit to Play & Perform—Agility, Balance & Coordination Drills is the first in the “Fit to Play(TM)& Perform” DVD series. Available at: www.citysportsphysio.com, click DVDs or carl@citysportsphysio.com

Carl Petersen is an owner of City Sports Clinics in Vancouver.

Fall 2007 • Marketing Excellence in Physiotherapy
Life is a Highway... How Physiotherapy Prepared Me for my Career in Marketing

by Kate Stebbings, BScPT, MA Communications

“Wow — that’s a dramatic change! How did you go from being a private practice physiotherapist to a senior consultant in a marketing and communications company?”

I have given up trying to tell people that the transition was easy — natural even. I now just reference my MA in Communications; it is easier than describing the trip.

The Uphill Climb

Like all physiotherapists, my expedition began with a whole lot of science and physiology courses, countless hours of hands-on experience and numerous sessions training with industry experts. It was a hard and exciting road — and one filled with challenge and reward.

Cruising at High Speed

After many years spent building skills and confidence in private practice I was fortunate enough to find a mentor — someone who would help me propel my skills to the next level. The excitement and challenge continued as I improved my manual skills and pursued higher levels of industry recognition. I learned to keep to a schedule that would make air traffic controllers sweat — and loved every minute.

The Bump in the Road

Then, the ‘thud.’ I had completed my Advanced Manual Therapy exam, served on national committees, and had a thriving private practice. I was good at my job and felt that I could treat most patients effectively (or at least recognize the ones that I couldn’t). I knew I needed a new challenge — before sore joints and boredom affected my patient care — but could not find the right opportunity. Anywhere.

The Rear-view Mirror

“Do you miss physiotherapy?” people ask me. Certainly I miss my colleagues, my mentor and a few of my patients — but I do not miss the work. Yet I have no regrets.

I have had the opportunity to work with some truly brilliant practitioners, learn from world-renowned experts and feel the satisfaction of helping people restore pain-free function. But once the challenge was gone, these experiences were not enough.

Working as a Communications Consultant is enough. I have variety and challenge everyday. I work with a team of nationally-recognized colleagues and we do great work. We continually strive to improve our skills and include evidence-based practice and evaluation components in every marketing strategy (sound familiar?). I am currently pursuing the highest level of accreditation with my professional association and look forward to learning from my colleagues (also familiar?).

It’s a new road and I look forward to the twists and turns ahead — and I know that I am on the right highway.

Kate Stebbings is a Senior Consultant with Communications Solutions in Kamloops. Her recent marketing successes include the launch of a national Air Quality Health Initiative for Environment Canada/Health Canada, creation of marketing strategy and web-based implementation for Mike Wiegele Helicopter Skiing, development of physician recruitment marketing strategy and employer branding for Interior Health and the creation of integrated branding products for the City of Kamloops. See www.communicationsolutions.ca.

Breaking News: WorkSafeBC Agreement Renewed

We reached an agreement for 2008 with an increase on all fees: +2% January–June, an additional 2% July–December. See insert for details.

Business in Clinical Practice: How to Get from There to Here. Diana Hopkins-Rosseel, Bradley Roulston

Review by Tanja Yardley, BScPT

This anxiously-anticipated book does not disappoint. Co-authors Diana Hopkins-Rosseel and Bradley Roulston have created a practical, thoughtful and insightful text to help prospective and current business owners navigate the challenges of clinic operation. - The first part of the book covers a wide range of topics, including entrepreneurship, the current health care environment in Canada, practice options, creating a business plan and strategy, analyses of the environment, industry and prospective customer base, marketing, human resources and the financial plan for the clinic. The second portion of the book deals with personalized financial planning for the business owner and engages the reader in a thought-provoking analysis of personal goals and circumstances.

Several things make this book a delight to read. It doesn’t just deal with the “how” but also the “why.” There are corollaries and take-home tips that make it user-friendly and adaptable. The CD that accompanies the book makes it simple to create business plans and navigate financial plans and projections. Real life examples demonstrate the usefulness and applicability of this approach across a broad range of private practice settings. It is a must-read for aspiring clinic owners and veterans alike. This invaluable book is going to occupy prime space in my library! Available at www.caot.ca.

Bradley Roulston, BA CP RHU, is a financial consultant who offers PABC members services through his Healthcare Financial Group. See his Tax Tips on p. 5.

Directions
PABC Town Hall Meeting in the Okanagan

“In June, PABC’s CEO, President, and Librarian visited the Okanagan District with their respective messages of “What has PABC Done for me Lately,” “Turning Clinical Questions into Research,” and “Staying Up-To-Date on Research.” At the meeting, Outgoing District President Joan Russell delivered the following address.

The first exciting thing to report is that membership in our district is up by 17 members, from 175 to 192! I think people are beginning to realize there are great benefits to PABC membership.

The District Executive has been more active this past year. We set a goal to hold one District professional development/networking event annually in the autumn. The raison d’etre of such an annual event is two-fold: provide an opportunity for continuing education locally, and to get PTs together in the Okanagan District from both private and public practice backgrounds. We felt this would help foster a better sense of a cohesive, “local professional community” of PABC members. We feel this will promote a stronger sense of self identity as PTs and promote an exchange of ideas among us as a group.…. 

This marks the end of my term as District President and my two-year term as Okanagan Director on the PABC Board of Directors. I have really enjoyed serving on the PABC Board. It has been a great learning experience working with some inspiring colleagues and particularly with our wonderful CEO Rebecca. I would like to thank my District Executive Committee, Irene and Avis, for the hard work in the past year carrying out the District events.

I have had the privilege of practicing physiotherapy for 30 years now. I attended my first World PT Congress in Sydney in 1987 and my second one in Vancouver this year. We have come a long way as a profession in 30 years and this was evident to me contrasting the two congress experiences. Not only was this Congress bigger (4,200) delegates, but the caliber of presentations was amazing. Also, there are a lot more people with PhDs and Masters degrees among our rank and file than ever before. We seem more firmly grounded in evidence-based practice than before and overall have a more self confident profession. However, we also value being team players world wide, reaching out and forming partnerships with our clients and other professionals. There was a wonderful sense of joy, enthusiasm and pride at Congress, a sense of a global professional community. It was a world class event and PABC had a big part in making it come off that well.

I think this sense of a global professional community comes from strong local roots. These types of roots are fostered by our Okanagan District. With a good local sense of identity, we can then go on to identify strongly as a professional group provincially as PABC, nationally as CPA and globally as part of WCPT. The world has been made “virtually” smaller in many ways by technology, but there is still no substitute for getting together and connecting with your peers in real time and space. So my message to you is support PABC events on a local and provincial level as the vehicle to ensure continued growth of the physiotherapy profession nationally and internationally. Thanks.”
Communications Directions

“Did You Know?” Public Service Announcements Benefit Physiotherapy Promotional Efforts

by Bev Holmes, PABC Communications Consultant

Nine new public service announcements (PSAs) are now available for download from the PABC members’ site (sample on page 12). The PSAs, on everything from affordability of physiotherapy to physios’ unique expertise, will add life to your print materials such as workplace newsletters, pamphlets, posters and even letterhead. They can also be sent to editors of other newsletters, magazines and local community newspapers, who will be pleased to use them to fill unused space in their publications (especially newspapers, which often need to fill advertising space when there’s a last minute cancellation).

Like all our communications efforts, the PSA messages are aimed at bridging that gap between what we want people to understand about physiotherapy, and what we think they know. For instance, research suggests that your credibility with potential clients, other health professionals, and decision-makers will rise as public awareness of your training, expertise and well-established nature of the profession increases. Additionally, increased public understanding of your primary care status should increase knowledge of your unique skills in assessment, diagnosis and treatment. These messages have been our constant companions as we communicate the work of PABC and our members over the last several years. As with all our communications, the PSAs direct readers to our website for more information.

Visit www.bcphysio.org to download the PSAs, which are in jpeg format and can be sized to fit any publication. Think outside the box to items like client receipts, full-size office posters, envelopes, and inserts in packages for local events you may be supporting or sponsoring. And we know you can get even more creative than that! Please let us know how you’re using these PSAs, and we’ll share your ideas with others online.

Professional Development Directions

Professional Development Program: Lecture/Audiocast Series

by Kristen Playford, BScPT

What is PABC’s audiocast series?

PABC’s professional development program is using a new technology this fall called the audiocast. Through it, we hope to reach members who cannot attend the on-site evening lectures wherever in the province they live — Burnaby or Bella Coola! The audio lecture is not held in real time, so you will be able to access the audiofile on the PABC website at your convenience one week after the in-person lecture is held. In addition to the audio file, registrants will receive a pdf file of the lecture hand outs. There are many exciting lectures coming up (see the education calendar on the back page and the enclosed brochure), so sign up and if you cannot attend in person, you can experience this new technology.

How does it work?

Each lecture will be recorded and then processed into an audio file that will be made available to those registered (through PABC’s website). Once registered, you will be able to go to the Members Only site of PABC’s website (www.bcphysio.org), click Education Calendar, then click Download Courses. This will take you to an Agreement page where you have to click “confirmed and agreed” before proceeding. You then enter a password provided to you after you register, and voila — you download by clicking the course title and listen through Quicktime (which is free and the download link will be provided).

New Registration Method

Since UBC Continuing Studies no longer provides registration for the evening lecture series, (see Summer Directions for details), we have developed a new registration system. We will forge ahead with technology that the Sports and Ortho Division have been using: Karelo at www.karelo.com. This is an online-only registration system so payment is with credit cards only. We also provide a paper process (we prefer to decrease the cost of this process, so please try the online Karelo version); see the brochure in this issue.

To register for the evening lecture series, visit www.karelo.com. For first time users, go to the Member Login box, click ‘Not a member yet’. Create an account with a username and password and click continue (after this first time, simply login).

To get to our courses, either: Go to Event List, select from Seminars and Conferences “Show these event types” search bar. Scroll to the date and course you want to register for and click Sign Up or, under Event Search, type Physiotherapy in the Keyword search box. Click the course you want. Voila!

Questions: email education@bcphysio.org or call the PABC at 604-736-5130/1-888-330-3999 and press 3.
Three Courtenay Cyclists Complete the Sunshine Coast Loop with the “Out of a Limb” Tour

by Marg Harris, DipPT

On September 9th, a group of cyclists left GF Strong Rehabilitation Centre in Vancouver, embarking on a 480 kilometre ride up the Sunshine Coast, across to Powell River, across to Courtenay, down Vancouver Island to Nanaimo and Victoria, and back across to GF Strong.

Their purpose was to raise money to support the VGH & UBC Hospital Foundation, and, specifically, the GF Strong Rehabilitation Hospital amputee program, and to increase awareness of the ability of individuals who have lost limbs to participate in physical activities and sport. Accommodations and breakfasts were provided by corporate sponsors and each cyclist raised funds through sponsorships to be donated to the Foundation.

Seventeen cyclists, including two above-knee amputees, one hand-cyclist and one recumbent cyclist, started the ride with a police escort to take them over the Lions Gate Bridge. Another five cyclists joined the group for individual days, and nine individuals completed the full circle, including from Courtenay Gladys Schmidt, Eleanor Wolverton and myself.

We had wonderful summer weather for the entire week, superb scenery, and much interest and encouragement from the folks we met along the way. The highlight was the many inspirational cyclists who demonstrated that disabilities and circumstances need not prevent the enjoyment of participating in a wide variety of activities.

As a group, our thanks go to our corporate sponsors, our local sponsors, and to the many people who supported and encouraged our efforts. At print time, the ride has raised approximately $20,000 for the VGH & UBC Hospital Foundation — to be used for much-needed equipment in the amputee program at GF Strong.

Marg Harris works at the Comox Valley Child Development Association and is currently on the CPTBC Board.

Clinic Supports Tour de Delta

by Travis Wolsey, BScPT, FCAMT, Diploma Sports Physiotherapist

Sungod Sports+Orthopaedic Physiotherapy Clinics have been a sponsor of the Tour de Delta for the past four years. Our clinic’s mission statement reads, “Commitment to education, commitment to service and commitment to community.” Being involved in the Tour de Delta (one of the largest and most positive community events in Delta) fits with what we do and has been a pleasure. Our therapists have contributed with on-site volunteer therapy services, and we have been able to provide top level cyclists with therapy during BC Superweek. The relationships developed with cyclists, race organizers and teams has resulted in speaking engagements, clinics, team consults and physiotherapy services throughout the year.

Personally, I have grown to really love the sport and enjoy the athletes. I have learned a great deal and been able to apply classical orthopaedics with this specialized athletic population. All the cyclists show great appreciation for the care we offer since not all of the racers are on professional teams with medical support. It is especially satisfying when you are able to do small things in therapy that help a cyclist achieve a podium or even just finish the long road race. I know that race organizers of the Tour de Delta boast that they have Sungod Physio as service sponsors with Part B and Diploma/Certificate Sport Physios there to look after racers.

With each year, Sungod Physio’s exposure in the community increases as well. There are public service announcements about the clinic and it is fun running into former clients as spectators. I believe there is a shared feeling of credence and pride when a former client as a spectator comes by our on-site physio clinic. Clients feel good that they have a physio who is trusted to provide the therapy at such an event to elite athletes. Therapists feel good that they have provided a service in a satisfying manner to people in our community. Having experienced the greatest marketing tool for our clinics is outstanding service, the Tour de Delta is the perfect setting in our own backyard.

There may not seem to be direct financial benefits for a physiotherapy clinic to be a sponsor at an event like the Tour de Delta; however, the benefits are worth the effort and the relationships, experiences and friendships established are consistent with our mission at Sungod Sports+Orthopaedic Physiotherapy Clinics in Delta.
What is your favourite part about being an MPT student?

by Lindsay Trimble

The ebb and flow of another school year has made its presence felt with the swift rush of course outlines, assignments, clinical visits and midterms...midterms already? So here we are, EMM-PEE-TEE-TOOS! Doesn't that have a nice ring to it? I remember thinking last year that those MPT2s seemed like they were so knowledgeable and experienced. And now that's us, a year of class and clinical experiences under our belts.

There's just so much happening on the third floor of the UBC Hospital, that I thought it might be fun to take a step back for a moment, and thus I posed this question to my classmates, both new and old: What's your favourite part about being an MPT student? Here are some answers:

“I am just learning to appreciate the scope of the program. With a year behind you and clinical placements done, you realize that PT isn’t nearly as stereotyped as it once seemed. That makes me excited because we have this huge area where we can affect people's lives drastically.” Melissa, MPT2

“I like learning things that I find applicable and not learning fluff. Everything that we’re learning here has a purpose.” Jordan, MPT1

“I like going on practicum. I like to be on the job. I get the chance to apply my knowledge.” Drea, MPT2

“You meet a lot of cool people with different backgrounds. Everyone brings something cool to the program. Forty people all come together from all these different places, and their lives intertwine for two years and then we graduate and off we all go again in all different directions.” Fairlie, MPT2

“I enjoy the specialists that come in and share their experiences with us. I appreciate them because I think it really benefits me as a potential therapist. I feel like I’m privy to special knowledge and that makes me special. I like being special. I also like taco salad day at the cafeteria.” Jeff, MPT2

“Anatomy Lab. It is really neat because we get to learn on real bodies.” Tara, MPT1

“I like watching Libby (Swain) work her magic. No really, our instructors do magic, and then try to instill some knowledge in me. It’s great.” Cathy, MPT2

“I like that I am entering into a career that is relevant and useful globally. I also like magic.” Wendy, MPT2

“I like my classmates. I like the community you build seeing the same people day in and day out. It’s like a family. It’s cool that we get to work with physiotherapists that are also working in the community.” Johnny, MPT1

“I like being surrounded by women.” Tim, MPT2

Well there you have it folks. Although Taco Salad Tuesday is an indisputable highlight at the UBC Hospital, I’d have to agree with many of my classmates that the camaraderie and sense of community that comes from working with classmates and instructors from various areas of expertise, experience and interest is what in fact makes the MPT program here at UBC first-rate. From my limited clinical experience, I’d say that sentiment could be extrapolated to the physiotherapy profession on a whole; despite continuing to become an increasingly diverse profession it still seems to maintain its sense of community.

On behalf of all of us that you left behind, I’d like to say a big congratulations to the graduating class. Best of luck out there; we can’t wait to join you!

PT Department Corner

by Brenda Loveridge, Interim Head
Department of Physical Therapy
Faculty of Medicine, UBC

UBC is expanding support for the clinical education program under the continued leadership of Pat Lieblitch. We are delighted to welcome Dave Troughton in a part-time position as assistant academic clinical coordinator for Vancouver Island. Dave will be responsible for all students placed within VIHA and will help to develop new clinical placement opportunities on Vancouver Island. He will also provide workshops and support for clinical supervising therapists throughout the island. We are working with Interior and Northern Health Authorities to develop similar part-time positions in each of those Regions to better support and develop the clinical education program throughout BC.

UBC will be piloting HSPnet as our clinical placement management system next spring to bring us in line with the use of this system by BC public sector facilities. The system has the ability to use of this system by BC public sector facilities. The system has the ability to include private practice placements and we will be working with all our clinical sites to facilitate this process. Agnes Zee, our new clinical education support staff member and Dave Troughton will lead our implementation of HSPnet.

We have established MPT Stream Coordinators to strengthen the organization and management of the MPT Program. Coordinators include:
Ann Rankin (paediatrics), Tara Klassen (neuroscience), Judy Richardson (cardiorespiratory), Donna McIntyre (musculoskeletal), Darlene Redenbach (basic sciences) and Sue Murphy (professional and leadership fields). The major role of these coordinators is to work with faculty and external instructors across all courses and years of the program to ensure that sequencing and integration of knowledge optimizes student learning throughout the program.

The Friedman Building renovation is on track. Only 9 months until move in date! Fundraising continues and we need more support from our physiotherapy professional community. Please consider making a donation to help us equip this new facility.

www.physicaltherapy.med.ubc.ca

It’s a great time to be a new graduate of physiotherapy. As a member of the first group of clinical masters students from UBC, I am relieved to discover that I’m being treated no differently from any other new physio just starting out. I feel welcomed into the community and I find that my colleague’s expectations of my work are not unrealistic.

Finding a job has been quick and easy for the members of my class. There is high demand in both public and private practice for people with even just basic training in physiotherapy. The greater difficulty for us has been choosing where to begin!

The 2006 graduating class was comprised of over sixty percent Kinesiology and Human Kinetics graduates and this may have weighted our group more towards orthopedics than to cardio-respiratory, pediatrics or neurology. Bearing this in mind, it is not surprising that the majority of our class went straight into private practice orthopedics rather than starting in the hospitals and waiting for those well-coveted orthopedic positions to open up.

With incentives from the government in the form of student loan forgiveness, some members of our class went into rural communities, others chose to work part-time private/part-time public, others went full-time public, some started with locums in private practice, and others took full-time private practice jobs at small clinics or with larger companies.

It has now been several months since the members of my class started practicing as registered physiotherapists. I think we all marvel at the steep learning curve. Thinking back to assessing and treating those first few clients seems like something that happened a long time ago to much less self-confident people. Not that any of us have become seasoned professionals by this point, but I think we’ve all developed excellent strategies for buying time with clients while we figure out how to deal with confounding problems (i.e. zip out to the office to consult Brukner and Khan, run a search on Med-line, or call a more experienced physiotherapist while the interferential/ice pack/heat does its thing).

Most importantly, we’ve discovered that the physiotherapy community is generous with their knowledge and we can go to our colleagues and get great ideas to bring back to our challenging clients (most of us have also discovered that, occasionally, it’s a good idea to “refer on”).

Now that we are over the initial thrill of getting started as professional physiotherapists, it is the vibrant professional community that is helping to keep our interest in the profession keen by offering many opportunities for us to expand our base of knowledge. The publications offered by CPA and PABC, as well as the conferences, workshops and talks given at different venues keep the scientific/art-form evolving. These events keep our minds active in analytical and creative ways; they invite any physiotherapist who is motivated to be an integral part of the evolution of physiotherapy. I think I can safely speak for the 2006 UBC Masters of Physiotherapy students when I say that we feel fortunate to become a part of such a dynamic and progressive community of professionals.

Rhonda Cooper, a new mom, is taking a short break from her new practice at CBI Port Coquitlam to spend the year with Jaden.

In Memoriam

It is with deep sadness that we announce the recent tragic passing of three of our esteemed members.

Avchen Harivel Pinkard passed away suddenly on July 26th due to complications from a medical issue, and was predeceased by her infant daughter with whom she was seven months pregnant.

Caroline Cheung passed away on June 30th from a rock climbing fall.

Words cannot express the profession’s grief of these unspeakable tragedies. Friends and colleagues at GF Strong where both young physiotherapists worked honoured Avchen and Caroline at memorials held at the hospital in August and September.

Annie Lewin Rothermell passed away on September 19th from cancer. Annie, in her early 60’s, had spent most of her professional career in Chilliwack in Home Care.

Rhonda Cooper, a new mom, is taking a short break from her new practice at CBI Port Coquitlam to spend the year with Jaden.
Library and Information Technology (LIT) Directions

by Eugene Barsky, MLIS, PABC Outreach Librarian

Getting the full text:
Let’s try a specific example. Let’s see how to get full text for a particular article — Herbert, R. D., & Gabriel, M. (2002). Effects of stretching before and after exercising on muscle soreness and risk of injury: Systematic review. British Medical Journal, 325(7362), 468.

Steps:
a) Go to PABC members only site — http://www.bcphysio.org, and log in with your User ID and password
b) Click on Library Services (third link from the top)
c) Click on A-Z journal list and click the ‘A-Z journal list’ link on that page
d) A new window opens with a search box for journals
e) Type your journal name in, in our case British Medical Journal, click on search button
f) You will see a list of journals that match that name. Locate your journal on the list (if the journal is not on the list, it means we don’t have access to it!)
g) Click on journal’s name and follow the links to the full text, in this particular case, click on “Ebsco Biomedical Reference Collection: Comprehensive” link, then click on 2002, find an appropriate issue 325(7362), scroll down to the article you need and click on PDF full text.
h) You are done! You can view, print, download or save this full text article as you desire
i) If we do not have access to a particular journal, you can always purchase a specific article using the CPA agreement with the Canada Institute for Scientific and Technical Information (CISTI). More info about this process is available on the CPA website — http://tinyurl.com/2okdh8

CINAHL with Full Text Database:
CINAHL is a database combined with full-text articles covering the fields of nursing, rehabilitation sciences, allied health, biomedicine, alternative/complementary medicine, and consumer health. This is a very good resource for physiotherapy and related topics. It covers unique physiotherapy journals not indexed in PubMed, such as Physiotherapy Canada or Physiotherapy Frontline. Moreover, this database includes the following physiotherapy journals in full text: Physiotherapy Canada (01/01/2004 to present), Physical Therapy (01/01/2000 to present), Physiotherapy Research International (03/01/2000 to present), Physiotherapy Theory & Practice (03/01/1999 to present), Physical Therapy Reviews (03/01/2003 to present), and many more. This is one of the most important resources you get access to via eHLBC.

Unfortunately, in health sciences, there is no one resource you can go to and get all your information needs answered. There are three major databases in health sciences that have to be searched to be really exhaustive: PubMed, CINAHL, and EMBASE. Since the introduction of our own health library, all PABC members have access to two of those: PubMed and CINAHL. Moreover, I have access to EMBASE via UBC and can complement your own searches if you would like me to.

continued on next page...
However, if you need quick and dirty answers to your clinical questions, CINAHL is a fantastic place to start. To search the CINAHL database:

- Go to PABC website — http://www.bcphysio.org
- Log in with your User ID and password
- Click on the Library Services category (third from the top)
- Click on Databases and Full Text category

You will see a list with all our databases and full text, click on CINAHL to go in and start searching.

When you find the articles you want, take a look if they have full text attached to them — frequently they have a HTML full-text or PDF full-text link at the bottom of an article. If a particular article does not have full text attached to it, use our own library system (described above) to get the text.

I also offer in-person training for all our resources (Google, PubMed, staying up-to-date and all eHLbc databases) in one combined workshop. See more info and register via the blog — http://weblogs.elearning.ubc.ca/physio/workshops/.

Please do not hesitate to contact me if you have any further questions or concerns about our library issues at: eugene.barsky@ubc.ca.

What to use when? Only the major resources covered:

- **PubMed** – always start your searches with PubMed – the largest biomedical database with extensive coverage of physio related studies. This database is free and can be accessed from any machine with internet connection.

- **EBMR (Evidence Based Medicine Reviews)** – Use this full-text database to find Cochrane systematic reviews, DARE abstracts, Cochrane protocols, and other very high level of evidence studies. Please be aware that not every topic will have a systematic review covering it.

- **CINAHL with Full Text** – Use this database to complement your PubMed searches. This is a fantastic resource for Allied Health professions with unique physiotherapy coverage. If you are limited in time, like most of us are, use just PubMed and CINAHL to do your research.

- **SPORTDiscus with Full Text [TRIAL]** – Use this database for all your orthopedic and sports related questions. This database was designed to be a primary resource for sport disciplines.

- **PsycINFO and PsycARTICLES:** Use these two databases to answer your psychosocial-related research questions. These are the primary resources for psychology and social sciences.

Reference and Research services to Eugene:

From February 2006 to October 1, 2007, 967 reference and research questions were answered, mostly focusing on particular clinical needs, received via phone, email, instant messaging and in-person.

Thoughts from Members

“Great news on the increased library access service. Just wanted to clarify that not all public practice has had access to eHLbc ... only those who are funded by a health region. So, those of us funded through MCFD have not had access.”

“Thank you so much for all your work! This will make a huge difference to all of us who did not have access. I’m on the CPA Specialization Working Group and this was one of our issues... access to current literature for our candidates not working in the major centres.”

“Thanks a million Eugene. I spent over an hour trying to find stuff on the internet but came up with nothing of use. Your services are greatly appreciated. How valuable you are to those of us that don’t have access to a library!”

“I think you are doing great work! I have your web page set as the home page on my browser, so I try to keep up to you.”

“I’ve just run across your posting on the UBC Physio Info-blog discussing how eHLbc is now available through the PABC website. This is such a fantastic service to offer the therapists.”

Virginia Wilson, MA MLIS, Coordinator, Saskatchewan Health Information Resources Partnership Health Sciences Library
What Members are Doing

Johanna Jenkins, secretary of CPA’s Women’s Health Division, is compiling a list of BC physios working in women’s health. She asks that you contact her at thejenkins@telus.net with the following information: your business name, phone number, and address; your key area of practice.

Janice Masur just obtained her white belt in Nia dancing — dance designed to improve balance, strength and flexibility incorporating the healing arts (Feldenkrais, Alexander technique and yoga), martial arts, and dance (modern, jazz, Duncan) all set to amazing music. Janice believe physios would benefit from knowing more: www.nianow.com.

Action in the East Kootenays!

Graduating from McMaster University, Joanna Gorny ’05 and Ryan Sleik ’03 could not wait to return west. Originally from Lethbridge, AB and Creston, BC respectively, they moved to the East Kootenays in September 2005 and quickly started to consider Cranbrook their home. Married in 2004, these two active physiotherapists are looking forward to another great season of snowboarding and cross-country skiing in nearby Kimberley. Before the snow hits, they will run a marathon in Kelowna, and can’t wait to start their pre-season triathlon training for ½ Ironman distance races next summer.

Earlier this year, they signed on as co-physiotherapy chairs on the medical directorate organizing the BC Winter Games taking place February 21-24, 2008 in Cranbrook and Kimberley. It has been over 18 years since the BC Winter Games were held in the area. This year, over four days, Cranbrook and Kimberley will host more than 1,900 young athletes ranging in age from 9-17 with over 740 officials and coaches in 27 sporting events. For many young athletes, the BC Winter Games will be the pinnacle of their athletic careers; for others, it is a final stepping-stone before they begin competing at national and international levels.

Over 2500 volunteers are needed to make these Winter Games a success and give these young athletes memories that will last a lifetime. We invite you all to join Joanna and Ryan in experiencing the beauty of the East Kootenays with the 2008 BC Winter Games in majestic Cranbrook and Kimberley. Volunteers are urgently needed to provide physiotherapy coverage at event venues and also at two medical clinics between February 21-24, 2008. If you can help, please register on the 2008 BC Winter Games website at www.wintergames2008.com.

Clinic Openings

D’Arcy Boulton has a new clinic. He is now commuting to Gabriola Island where he opened Sandstone Sport and Spine Physical Therapy, and he still works at the Yaletown clinic as well.

Tyler Dumont has had his long time dream come true. He has just opened Physiomoves Physiotherapy Clinic in Surrey www.physiomoves.com.

Kim Scranton has opened a new clinic in Salmon Arm, Live Well Physiotherapy. Kim formerly practiced in Port Alberni.

PABC President Meena Sran and husband Phil Lawrence have opened Movement Essentials Physiotherapy on Broadway in Vancouver. Sharing space with other notables Libby Swain and Cathy Eustace, Meena and Phil add this new venture to their many clinical, administrative and research endeavours.

Barbara Troczynski has opened Sunset Physiotherapy Clinic on Fraser Street in Vancouver.

JR Justesen, Shannon Bourassa, Krista Carter and Brian Woltz jointly opened a new clinic in Langford, Parkway Physiotherapy and Performance Centre.

Heather Branscombe has opened Abilities Neurological Rehabilitation in Abbotsford. The mother of one of her first clients contacted the local paper with her joy at Heather’s success with her daughter. See the story in “Members in the News.”
**WorkSafe BC**

**Working to Make a Difference**

Quality Assurance Supervisor  
Temporary, Full-time  
Richmond, B.C.

At WorkSafeBC, we are a dynamic organization that is evolving into an even more customer-focused organization in which the work of each individual counts. In so many vital ways, we work to make a difference in the lives of British Columbia's employees.

The Quality Assurance Supervisor, Health Care Services works as a member of an interdisciplinary team and is responsible for liaising with and undertaking reviews of service providers to support quality service being provided to injured workers. Responsibilities include: liaising with and regularly visiting provider sites throughout the Province; reviewing data and documentation; ensuring contractual compliance; preparing reports and recommendations on findings; participating on steering committees to provide information and recommendations regarding health care providers. In addition, the position will work as a clinical resource for others both inside and outside the organization, and perform other duties as required. (Information available to Service Providers is located on our public web site at www.worksafebc.com under Health Care Providers.)

In addition, the successful applicant must demonstrate an aptitude for operating in a computerized environment. A minimum of a Baccalaureate degree in:

- Rehabilitation Medicine (Physical Therapy) plus registration with the College of Physical Therapists of British Columbia; or
- Occupational Therapy plus registration with the College of Occupational Therapists of British Columbia; or
- Kinesiology plus registration with British Columbia Association of Kinesiologists;

and a minimum of 3 years recent related experience is required, or an equivalent combination of training and experience.

A challenging and stimulating work environment can be expected. Make a difference and pursue a rewarding career – submit a résumé and covering letter to:

**Health Care Services**  
WorkSafeBC  
PO Box 5350 Stn Terminal  
Vancouver, BC V6B 5L5  
Fax: 604.231-8424

WorkSafeBC – the Workers' Compensation Board – is a provincial statutory agency committed to a safe and healthy workplace: to providing return-to-work rehabilitation and legislated compensation benefits to workers injured as a result of their employment; to being financially solid and forward-thinking; and to providing value-added services to all stakeholders. WorkSafeBC is committed to employment equity objectives and invites applications from all qualified individuals.

WorkSafeBC is committed to employment equity objectives and invites applications from all qualified individuals. Only those under consideration will be contacted. If you are unsuccessful, please accept our appreciation for your interest. This position is restricted to those legally entitled to work in Canada.

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**International Seating Symposium**

**March 5 – 8, 2008**  
The Westin Bayshore  
Vancouver, BC

This international symposium addresses current and future developments in the areas of seating, positioning and mobility. Topic areas include service delivery, product development, research and evaluation. Dr. Geoff Fernie, the keynote speaker, will be speaking on “The Aging Process.”

For more information:  
www.interprofessional.ubc.ca  
Phone: 604-822-7524  
Email: ipad@interchange.ubc.ca

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Email: ahoens@providencehealth.bc.ca  
Phone: 604-877-8154.

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**Neurosciences Div.**  
Vancouver  
Presentation/Clinical Studies $3,000 Grant**  
available to NSD members, residing in BC. Visit the website for more information.  
Deadline is Dec. 1, 2007!!!  
www.neuropt.bc.ca
Work with a unique, creative program in British Columbia’s beautiful Lakes District!

A full time Physical Therapy position is available with the College of New Caledonia, Lakes District Campus, in the community of Burns Lake.

Burns Lake is a fantastic small community surrounded by lakes, mountains and forest. Local cross-country skiing, boating, fishing and hiking are unsurpassed. We are also only an 1 ½ hours from the incredible Hudson’s Bay Mountain downhill ski recreational area. Burns Lake is a family friendly community with thriving arts and music programs.

The Early Intervention, School and Community Therapy Programs are dynamic programs that provide the opportunity to work with a diverse range of clients from birth to adult, in a variety of community settings. Experience or interest in family-centered, trans-disciplinary, flexible service delivery is required. Qualifications include a degree in physical therapy and eligibility for registration with PABC/CPA.

This is a Faculty Association clinical position, with an excellent salary and benefit package. Relocation expenses are available. The successful applicant will work closely with an enthusiastic group of therapists and a diverse college team. The Lakes District Campus provides a unique working environment that promotes and supports creativity and program ownership. Opportunity for research experience.

College of New Caledonia
Lakes District Campus

Email, phone or fax to:
Patty Giesbrecht
Phone: 250-692-1725 or Phone: 604-987-LIFE (5433)
Fax: 250-692-1730
Email: giesbrep@cnc.bc.ca
Website: www.activelifephysio.ca

Find a Physio – 2008 – 2009 – Listing Deadline

Clinic Owners/Managers or Physio Dept. Administrators
You will receive a Find a Physio Sign-off sheet in the mail with instructions. Once you and the members working at the workplace have approved the listings please fax it to Estrid at 604-736-5606 by November 15th:

• Please be sure that you have reviewed each member’s listing with them. Ask each member to initial beside their name to show that they approve the listing and the cost associated with the listing(s).
• Add any Physio who is a PABC member to the Sign-off sheet if they are not already listed.

• First Workplace listing is free, second workplace listing is $25 and each additional listing is $5.
• First Area of Expertise is $25 and each additional area is $5.

Listings will be updated as the Sign-off sheets arrive in the office. The database will automatically invoice the members to their email address if there are costs associated with the listing(s).

Ads in the Directory:
• Clinic Ads? Regular clinic advertisers will be faxed a copy of last year’s ad to approve for 2008-2009.
• New Advertisers? Please email Estrid if you want to have an ad in the print directory. pabc@bcphysio.org
• New Clinics? The final cut-off for listings and ads is February 1st.

Estrid Sortti  pabc@bcphysio.org
Marketing Excellence in Physiotherapy

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Appreciation
If that’s not something you often feel in your current position, you’ll love the difference on our team. In recent employee surveys, people cited a sense of accomplishment and feeling of appreciation from their supervisors and those we serve as reasons why they like working at Hallmark Rehabilitation.

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Kelly B., VCH Physiotherapist.

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Phone: 604.875.5152
Toll-Free in North America: 1.800.565.1727

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HEALTH PROFESSIONALS ARE RECOMMENDING FOR MUSCLE & JOINT PAIN.
Club PHYSIO

Dear Member,

The Physiotherapy Association of BC is pleased to have launched last October an exciting new member benefits program for you and your family. Club Physio is designed to give more Association value to you, our valued members. This perk program, Club Physio, provides exclusive access to discounts on a variety of products and services ranging from professional services to entertainment to travel packages. This is our way of thanking you for your continued support in PABC.

Below is a list of all participating merchants:

Discounted Pre-season LIFT PASSES

To local mountains including: Big White, Silver Star, Sun Peaks & Whistler/Blackcomb

Order between October 1st and November 15th
See www.bcphysio.org for more information

Sign up today at www.bcphysio.org

Renew Your Membership to PABC, the Award-Winning Association:

Missed the September 30th deadline? We still love you. Go to: www.physiotherapy.ca, click Renew Online. Treat yourself to another year of being in the loop and being supported in your practice.

Bonus — nudge a non-member to join our appealing Association and save $100 on your fee (deadline December 31st).
World Congress Fever

Miriam Jayne has attended World Congress for the last forty years!

- 1967 Melbourne
- 1974 Montreal
- 1978 Tel Aviv
- 1991 London
- 007 Vancouver

Miriam says: “I am proud to have attended these Congresses and have wonderful memories of the events and the many colleagues I met.” The 84 year old PABC member retired from Vernon Jubilee Hospital twenty years ago, and is going strong with her new laptop and book editing project, and planning ahead for World Congress 2011 in Amsterdam.

Helping IEPs: The Five Partners Plan

Internationally Educated Physiotherapists (IEPs) may soon have help to start practice in BC. Five partners: PABC, CPTBC, UBC, Vancouver and Fraser Health Authorities have submitted a proposal for 2-year funding from the Ministry of Economic Development to create a program to prepare IEPs for the written and practice national exams. Our two meetings with the Ministry to date have indicated our proposal will be accepted; our first intake is planned for June 2008.

Details in Winter Directions.

Shirley Sahrmann

Two hands-on weekends in the Spring/Fall with the world leader! These signature courses, limited to only 39 students, offer advanced instruction on the Lower and Upper Quadrant Diagnosis and Treatment of Movement System Impairment Syndromes. Requirement for both courses is the Introduction to Concepts and Application (previously Level 1).

PABC Member rate: $525 for each course. Held at UBC Physiotherapy Department.

- February 16-17, 8:30 a.m. - 4:30 p.m.
  Lower Quadrant Advanced Application
- September 6-7, 8:30 a.m. - 4:30 p.m.
  Upper Quadrant Advanced Application

To register for Shirley Sahrmann courses, visit www.cstudies.ubc.ca/rehab, call 604-822-1459, fax 604-822-0190 or e-mail dorie.gray@ubc.ca.

Spring & Fall Evening Lecture/Audiocast Series

Location: UBC Robson Square (rooms listed below)
Time: 6:30-8 p.m.
Fee: PABC member rate is $40 on-site or audiocast, or $110 for all three on-site/audiocast lectures

Spring Series: Conditions and Injuries of the Upper Extremities
1. February 6: Shoulder Injuries: Exercise and Rehabilitation
   Lecturer: Ron Mattison (Room C130)
2. March 5: Complex Regional Pain Syndrome (RSD): Best Practices
   Lecturer: Trevor Fraser (HSBC Hall)
3. April 3: Management of Common Hand Pathology
   Lecturers: Jane Hicks and Clare Palmer (Room C150)

Fall Series: Leading Issues in Sports Physiotherapy
1. September: Sports Nutrition — A Healthy Diet for Active People
2. October: An Overview of Exercise Physiology

Dates and instructors confirmed in the Winter Directions.

To register for the 2008 Lecture/Audiocast Series, visit www.karelo.com and follow instructions on page 13 of this issue of Directions. For more information, call PABC at 604-736-5130, ext. 3 or email: education@bcphysio.org

Note: Student members receive a further 40% discount when they send a copy of their student card.