



## Colchester Physiotherapy and Sports Injury Clinic Ltd Ixion Challenge 09/10 - Finalist

### Background

Now in its second year, the Ixion Challenge has attracted record entries from a wide range of companies including the manufacturing, engineering, medical, service and motor industries, all looking for an opportunity to win a financial and educational award worth £27,000.

### The Challenge

Ixion Holdings Ltd aimed to help businesses survive and revive as they progress through and out of the current recession. The Ixion Challenge asked businesses, based in the East of England, to supply information on how they would utilise the award to help their business develop.

### The Finalist

Colchester Physiotherapy and Sports Injury Clinic has recently been named as one of the five finalists in the 2009/10 Ixion Challenge. In addition to physiotherapy services in a friendly and professional environment, the clinic offers osteopathy and acupuncture treatments via registered practitioners.

Clinic Director, Alisdair Jones, is keen to see standards of care maintained and improved, and so the clinic has joined forces with another 14 practices in the area to improve the quality of data received re quality, speed and continuity of treatment received by patients, and to try to co-ordinate chiropractic, osteopathic and physiotherapy treatment. The group has secured unlimited government funding for a year's pilot scheme in which a questionnaire prepared by the author of the Bournemouth Questionnaire, the 'gold standard' for outcome measures in practice, is given to every patient treated by the group both pre and post treatment. The pilot will end in March 2010, when results will be analysed and each practice's results will be available for scrutiny.

A particular interest is the aging population in the East of England and the startling statistic that the cost of accidental falls among this age group costs the government nearly £1 billion annually, as nearly one third of older people living in the community will fall each year. Colchester Physiotherapy and Sports Injury Clinic practitioners recognise that one of the major factors in such falls is, quite simply, lack of balance. In order to combat this problem, the Clinic plans to set up an intervention programme, both on site and in the community, to evaluate balance status and improve posture amongst the elderly. Alisdair Jones sees far-reaching benefits for this project, beyond the obvious and valuable health benefits to older people.

**"The UK's aging population means that people reaching middle age, whose children have left home, discover that they have a dependent again, as their parents become older and more frail. This often takes the carers out of the workforce, and valuable experience is lost to our country. Improving the quality of life and confidence of older people benefits us all."**

### The Benefits

Alisdair believes that the Clinic would be a worthy winner of The Ixion Challenge:

**" Many back and neck injuries occur amongst people in lower socio-economic groups, so our work to improve prevention and treatment of such injuries will have a direct influence for the better within such groups. In addition, our research and prevention programmes will ultimately save the NHS money. In terms of social responsibility, I think we're doing pretty well."**