ITEC Level 3

Business Assignment

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Business Practice for Complementary Therapies

Plan and prepare an appropriate Business Plan for a potential Complementary Therapy Practice.

1. Mission Statement
2. Market research
3. Competitor analysis
4. Premises
5. Corporate Image
6. Products, services & prices
7. Fixed and variable costs
8. Staffing requirements
9. SWOT analysis
10. Risk analysis
11. Marketing & publicity
12. Finance – start up & running costs
13. Additional professional services
14. Legal requirements
15. Security and data protection
16. Customer service & communication

Analysis of findings may be presented in any of the following formats and must include some ICT and at least two of the following:

- Written report
- Written survey
- Chart
- Spider diagram
- Graph
- Other pictorial presentation
- 3D model

Mission Statement
A short succinct statement about your business and what will be your key focus and values

Market Research
Where are you going to position your business focusing on what is your market. Where will you get this information?

Competitor Analysis
- What other therapists are there, how do they compare
- Who are they appealing to
- Where are they positioned

Premises
- What are your premises, where are you located
- Fit for the purpose, any changes you need to make

Corporate Image and Design
- Even though small do focus on having a corporate image
- Use of colour, logo, typestyle, presentation
- Where are you positioned
Products, services and prices
- What treatments are you offering
- Do you plan to have any retail
- How much will you charge

Fixed and variable costs
- Fixed remain the same irrespective of volume of business
- Variable costs – will alter depending on number of clients
- You may want to present in a Cash Flow Forecast

Staffing requirements & employment opportunities
- Do you plan to have staff
- Receptionist?
- Therapists?
- Practice manager?
- What do you need to consider
- Include wages in overheads

SWOT analysis
- Strengths
- Weaknesses
- Opportunities
- Threats

Risk analysis
Consider the key factors which may be detrimental to your business

Marketing and publicity
- How will you promote and launch your business
- Advertising
- Brochures
- Promotions
- Point of sale

Finance – start up and running costs
- How will you fund your project
- Do you need to borrow money
- How much will it cost to run your business
- Will you succeed

Additional professional services
- Accountant / book keeper
- Solicitor
- Marketing
- Interior designer
- Business Manager
- Industry related
- Insurance

Legal Requirements
- Planning permission
- Building regulations
- Solicitors
- Disability Discriminations Act
- Employment Law

**Security and Data Protection**
- Keeping customers personal details secure, data protection act
- What other security measures do you need to take

**Customer service and communication**
- How will you keep customers coming back
- What will make you special
- How will you communicate with clients
ITEC Level 3 Diploma in Complementary Therapies
Assignment Guidance Form
Business Practice for Complementary Therapies

Plan and prepare an appropriate business plan for a potential complementary therapy practice
This must include the following:

- Mission statement
- Market research
- Competitor analysis
- Premises and location
- Corporate image and design
  - Marketing and publicity material
  - Business stationery
- Products, services and prices
- Fixed and variable costs
- Staffing requirements and employment opportunities
- SWOT analysis
- Risk analysis
- Marketing and publicity
- Finance – start up and running costs
- Additional professional services
- Legal requirements
- Security and data protection
- Customer Service and communication

Analysis of findings may be presented in any of the following formats and may include some ICT:

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- 3D-model
LEGISLATION

This handout gives a brief overview of the main points and purposes of some of the current pieces of legislation, which are included in the syllabus and which you should be familiar. It is not however a complete list of the relevant legislation, which may affect a therapist whether employed, or self employed. In any dealing with legislation you should obtain a full copy of the Act, seek legal advice and remember that these Acts are upgraded on a regular basis and you should keep abreast of changes.

Health and Safety at Work Act 1974

The Health and Safety at Work Act provides a comprehensive legal framework to promote and encourage high standards of health and safety in the workplace. It covers a range of legislation relating to both the employee and the employers have responsibilities under the Act. If there are more than five employees then a written Health and Safety Policy is required.

The responsibilities of the employer

- Safeguard as far as possible the health, safety and welfare of themselves, their employees, contractors and members of the public;
- Keep all equipment up to health and safety standards;
- Have safety equipment checked regularly;
- Ensure the environment is free from toxic fumes;
- Ensure that all staff are aware of safety procedures, by providing information and training;
- Ensure safety systems work.

The responsibilities of the employee

- Adhere to the workplace rules and regulations concerning safety;
- Follow safe working practices and attend training required;
- Take reasonable care to avoid injury to themselves and others;
- Co-operate with others in all matters relating to health and safety;
- Not to interfere or wilfully misuse anything provided to protect their health and safety.

The Health and Safety Executive (HSE) have produced a guide to the laws on Health and Safety and it is a requirement that an employer displays a copy of this poster in the workplace.

The Management of Health and Safety at Work Regulations 1999

The Act requires employers to carry out an assessment of the risks of health and safety of employees and any other persons on the premises and provide ways of eliminating or minimising those risks.

These assessments must be recorded and regularly reviewed where there are five or more employees.
The Health & Safety Regulations (First Aid) 1981

Employers have a legal duty to provide immediate attention to injured individuals in the workplace. A legal duty to provide appropriate equipment and facilities and trained personnel to administer the treatment. Risk, hazard and first aid assessments need to be carried out.

The workplace (Health, Safety and Welfare) Regulations 1992

This Act replaces the Offices, Shops and Railway premises Act and covers areas relating to the comfort and safety of employees. Only parts of the regulations are applicable to work as a therapist. Areas include ventilation, lighting, cleanliness, equipment, furniture, floor maintenance and corridors unobstructed. Hygiene, toilet facilities relating to the number of employees, drinking water, rest and eating facilities and that a named member of staff be responsible for Health and Safety issues.

Dangerous Substances and Preparations Regs 2005 (nickel safety)

Prohibiting the marketing and use of nickel in any product that is worn near the skin i.e. earrings, buttons, zips etc.

The Manual Handling Operations Regulations 1992

This legislation covers musculoskeletal disorders caused by manual handling and lifting, repetitive strain disorders and unsuitable posture causing back pain. The legislation covers minimising risks from lifting, lowering, pushing, pulling, carrying or otherwise handling large and heavy objects. Employers are required to take certain measures as providing manual handling training to avoid such injury or disorders.

Control of Substances Hazardous to Health Reg’s 2002 (COSHH)

This act requires that employers regulate employee’s exposure to hazardous substances which may cause ill health or injury in the workplace. Risk assessment must involve making an itemised list of all substances, which may be dangerous to health that are used in the workplace or sold. A substance is considered hazardous when it can do harm to the body “if inhaled, ingested, on contact with skin, injected into the body or introduced via cuts”. As this can cover almost any substance an assessment of the risk is required and that steps have been taken to minimise or eliminate the risk.

Instructions for handling and disposing of all hazardous substances must be available to all staff and training provided. Manufacturers will usually provide such information and therapists should be able to recognise hazard warning symbols on labels and packaging. New products must be subjected to risk assessment.
The Personal Protective Equipment at Work Regulations 1992

To provide suitable protective clothing an equipment for all employees. Ensure that staff is trained in the use of chemicals and equipment. Ensure that equipment is suitable for its purpose and kept in good repair. PPE maintained, stored, monitored with any losses replaced.

The Electricity at Work Regulations 1989

Concerned with electrical safety, that all equipment, fuses, wires and insulation’s should be checked yearly by a qualified electrician and services officially recorded.

The Fire Precautions Act 1971

Protects against excessive risk of fire in buildings, including building regulations and application for fire certificates to be issued.

The Fire Precautions Act (workplace) Regs 1997

Employers must carry out fire risk assessments, monitor, review and revise risk assessments. Inform staff of the risks. Plan for an emergency. Provide staff information and training and nominate persons to assist.

Reporting of Injuries, Diseases and Dangerous Occurrences Reg’s 1985

RIDDOR

Requires that all accidents that occur in the workplace, however minor, must be entered into an accident register. Any event resulting in death or a major injury requiring more than 24 hours hospitalisation be advised to the Local Enforcement Officer of the HSE within seven days. This is a requirement of the Health and Safety at Work Act and its aim is prevent a recurrence of any accident.

An accident report form should contain the following:

- Details of the injured person (age, sex, occupation, address etc)
- Date and time of accident
- Place where the accident occurred
- A brief description of the accident
- The nature of the injury
- The action taken
- Signatures of all parties concerned

Accidents are categorised as

- No Injury, no property damage
- No injury, property damage
- Injury, no property damage
- Injury, property damage
**Data Protection Act 1998**

This Act protects clients’ personal information being stored on a computer. If client records are stored on a computer, the establishment must be registered under this act.

The data protection act operates to ensure that the stored information is only used for the purpose in which it was given. If a business wishes to use the information for any other purpose than for that which they are originally registered, they must advise the data protection register and advise clients of the proposed changes.

Businesses should therefore ensure that they:
- Only hold information, which is relevant
- Allow individuals access to the information held on them
- Prevent unauthorised access to the information

**Consumer Protection Act 1897**

This Act provides the consumer with protection when buying goods and services to ensure that products are safe for use on the client during treatment, or are safe to be sold as a retail product. The Act provides the same rights to anyone injured by a defective product, whether the product was sold to them or not.

The Act also covers giving misleading price indications about goods, services and facilities. The term price indication includes price comparisons. To be misleading includes any wrongful indications about conditions attached to a price, about what you expect to happen to a price in future and what you say in price comparisons.

It is essential to understand the implications of this legislation, including the promotion for special offers as an offence could result in legal proceedings.

**Supply of Good and Services Act 1982**

This legislation covers rights relating to the standards of service, in that goods and services provided should be of reasonable Merchantable quality, described accurately, and be fit for the intended purpose. The Act also requires that the service provided to the consumer should be carried out with reasonable skill and care, within a reasonable time frame.

**Sale and supply of Goods Act 1994**

Monitors the quality and acceptance of goods, ensuring that customers can examine goods and the right to partially reject goods.
General product safety Regs 2005

Ensures that only sage goods are sold on the market and that any risks and precautions are clearly written in an information leaflet which includes any sample testing, the producers name and address. Distributors are responsible for passing on this information to the customer.

Cosmetic products (safety) Regs 2008

Cosmetic products act includes general product safety which prohibits the use of certain substances which are subject to restrictions and conditions. i.e. colours, preservatives. Products must include UV filters, there may be restrictions on animal testing and companies are responsible for clear labelling.

Trade Descriptions Act 1972 (amended 1987)

This act prohibits the use of false descriptions to sell or offer for sale, goods that have been described falsely. Covers adverts such as oral descriptions, display cards, and applies to quality, quantity as well as fitness of purpose and price. For example if you advertise a one-hour treatment for £25, then you cannot charge more money or or only provide a treatment for 30 minutes. If you describe your oil as unrefined and preservative free then it must be as described.

Local Government Act 1982

Licensing for Acupuncturists, tattooists, ear piercing, epilation, electrolysis etc which included the control of sex establishments, street trading and highways, the control of refreshment premises and the regulation of fire precautions and public health assessments within these premises.

The Provision and Use of Work Equipment Regulations 1998

This act state that all equipment must be suitable for its purpose and that staff must all be trained in its use, with written instructions provided where necessary. The equipment must be regularly inspected, checked and written records kept of staff training, equipment installations and services. This act extends to the repetition of claims given by another, thus to repeat the claim of
a manufacturer is to be liable. Under European legislation all cosmetics must have ingredients listed on the container.

**Employment Liability Act 1969**

The employment act outlines the necessity for an employer to provide their employees with the following:

- Employment contract
  - Changes within one month

- Maternity Benefit
  - Paid from day 1 of employment
  - Paid - anti-natal care, maternity/paternity
  - Time off for pregnancy and confinement 2 wks
  - Flexible hours considered for children under 6

- Statutory Sick Pay
  - Paid after 3 days

**Working time regulations Act 1998**

This act outlines specific working time including a maximum week for everyone as well as night work. Employers should keep records and include rest periods and breaks and make sure staff have daily and weekly breaks built into their working schedule. Employers should also outline policies with regard to leave.

**Child Act 1989 and Mental Health Act 1983**

- Parental written consent must be obtained
- Parents should be in the room
- Mental health patients
  - GP consent
  - Carer should stay and give written consent

*by the law*

1. Suicidal patients
2. Patients who threaten life of third person
3. Patients who talk about child abuse
   - Check legal protocol - Professional Body


This act covers the restriction of child work and employment and care for children in the workplace. Provides advisers for children

**Crime and disorder Act 1998**
Youth Justice and Criminal Evidence Act 1999  
Sex Offenders Act 1997

Crime and Disorder includes anti-social behaviour and sex offenders. Offers the right to a referral and local notification of sex offenders.

**Disability Discrimination Act 2005**

1995 Act protects the legal rights & obligations affecting disabled access to:
- Services
- Employment
- Education

- Updated October 2004

It says that we cannot discriminate against disabled. Law states that we have to take **Reasonable steps** to adapt premises for disabled
- Ramp, widen doors, put in lift, stair lift etc

**Care Standards Act 2000**

Care Standards Act is a broad range of regulations covering Social Care & Independent Healthcare establishments and agencies.

- Staff, management, premises, conduct of social care & independent healthcare
- National Minimum Standards issued
- Competent of workforce including suitability, experience, qualifications

**Medical Care Act 1983**

Health care and associated professionals must protect, promote and maintain the health and safety of the public, whilst in their care.

**Environmental Protection Act 1990**

Protects us from emissions, processes, substances and discharge of unwanted substances

**Keep abreast of New Acts**

- The veterinary surgeons act 1966
- Medicines and Healthcare Products Reg Agency requirements MHRA
- Prohibited appellations Reg’s
- Any other local National or European legislation as notes in NOS and core curriculum

**CLINIC SAFETY**

**Accident Record Book**
It's a legal requirement for any business with employees to have an accident record book. All accidents where someone has either hurt themselves or had a near miss should be recorded along with any action taken.

This information is vital written evidence in case of an insurance claim and is wise to keep even if you don’t employ staff. In the case of an employee injury where more than 3 days sick leave are involved this should be reported to the authorities.

Information required
- Date of accident
- Time of accident
- Nature of accident
- Action taken
- Client signature
- Therapist signature
- Witness if other
- Records must be kept for 3 years

<table>
<thead>
<tr>
<th>Date:</th>
<th>Brief description of Accident</th>
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<tr>
<td>Time:</td>
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<td>Place</td>
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<table>
<thead>
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<th>Nature of Injury</th>
<th>Action Taken</th>
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Clinic Safety

All businesses are obliged to perform a risk assessment of their premises in order to protect clients, staff and all persons who enter their premises. All of the following aspects should be considered and potential hazards recorded and actions to minimise risks recorded:

- Equipment
- Couch, stools etc
- Client
- Getting on and off couch
- Clinic safety
- Slippery Floors, door steps etc
- Hygiene

Electrical Safety

You are legally bound by law to ensure that no harm comes to you or your clients through your electrical goods or services. All equipment should have a safety standards kite insignia. You are legally bound to uphold the following:

- Electrician checks - annual
  - Regular servicing with records and receipts
- Personal check
  - Wires fully insulated within plug
  - Check length of wire for splits
  - Check on you before client
  - Safety of wires, nothing trailing
  - No water within vicinity

Fire Extinguishers
All fire extinguishers are red these days with a different coloured label for their content. Fire extinguishers are one of four categories:

- Water which is a red background label
- Foam which is a cream background label
- Carbon Dioxide which is a black background label
- Dry powder which is a blue background label

1. **Water**

- Red
- Combustible (class A) will put out the following fires
  - Paper, cardboard
  - Textiles, plastics
  - Wood
  - Straw
  - Coal

  “Do not use on fires containing flammable liquids or electricity”

2. **Foam**

- Cream
- Combustible (class A)
  - Paper, Cloth, Wood
- Flammable liquids (class B)
  - Petrol, gasoline, kerosene
  - Paint
  - Oil, grease

  “Do not use on Electrical or Chip Pan Fires”

2. **Carbon Dioxide**

- Black
- B - Flammable Liquids
  - Petrol, paint, oil
- C – Electrical

  “Can be used on other fires but has a cooling effect”
3. Dry Powder

- Blue
  - A - Dry fires
  - B - Flammable Liquids
  - C – Electrical

“Not for chip pans”

“Can be used for other fires but is very messy”

Fire Safety Equipment

When you set up any business free advice about fire prevention can be obtained from your local Fire prevention officer. He will come to your home or business premises and advice you as to smoke alarm and fire extinguishers required for your premises. ITEC syllabus does not include the use of a fire blanket.

- Fire extinguishers need to be:
  - Fixed securely
  - Staff training in their use
  - Checked annually
  - Light in weight

Not purchased from a car boot sale

Salon evacuation

You are required to think about your premises in terms of supervising an evacuation during emergency.

How you would perform the following:

- Organise people swiftly and quietly
- Ensure client modesty is preserved
- Ensuring belongings are left behind
- Nearest exit is used
- Meeting point must be clear
- Check list of those present

Even though there are many guidelines for businesses that employ more than five members of staff, we are all governed by legislation and have a duty of care to our clients and anyone who enters our premises, or receives treatment in their own home. Your professional body will guide you but it is always wise to think preventative rather than leave yourself wide open to litigation.

FIRST AID
Asthma Attack

Characterised by difficulty in breathing, wheezing caused by an allergic reaction. Reassure the patient. Place casualty in a comfortable position sitting with back straight leaning slightly forward resting on a table or pillow. Help client to take medication if they have any, i.e. inhaler. If the attack does not stop after 3 minutes encourage use of inhaler again breathing deeply and slowly. Seek medical attention if it’s the 1st attack. If attack is no better after 5 minutes or is getting worse call 999 for an ambulance.

Bleeding - put on disposable gloves

- **Minor Cuts** – Put on disposable gloves
  Place the cut under running water or use an alcohol free wipe
  Pat dry with gauze and cover with a sterile dressing
  Elevate above the heart
  Clean the area with soap and water
  Remove the wound covering and apply adhesive dressing

- **Nose bleed** – Sit patient down leaning slightly forward, breathing through the mouth, pinch soft end of nose. Give them a clean tissue or cloth. After 10 minutes if bleeding has not stopped, reapply pressure for a further period of 10 minutes. Advise patient not to blow the nose and if bleeding does not stop after 30 minutes seek medical attention

Head Injury

- **Assess** and monitor the casualty and call the appropriate medical help if necessary.
  Support the head due to risk of neck (spinal) injury
  If unconscious, open the airway using jaw thrust method and check breathing

Eye Injury

- **Wound** – lie casualty supine, eyes still, cover with a sterile dressing, call 999
- **Foreign object** – sit down, face light, don’t rub eyes, separate eyelids, move eye around in the socket, wash out foreign object with sterile eyewash or flush with clean water, seek medical assistance if no result
- **Burn** – wash out the eye as quickly as possible, seek medical assistance

Choking

- Encourage coughing
- 5 sharp blows to back while leaning forward
- If blows fail, try abdominal thrusts pulling inwards and upwards x5
- Check mouth
- Call 999 if not clearing or unconscious

Severe Burns and Scalds
1. Help the casualty to lie down preventing contact with ground
2. Call 999 for an ambulance
3. Flood the burn with cold liquid for 10 minutes.
4. Put on disposable gloves
5. Remove any jewellery that may constrict in the case of swelling – do not remove any clothing sticking to burn
6. Cover the burn with a non-fluffy sterile dressing, bandage loosely into place, cling film or plastic bag for temporary cover
7. Reassure, treat for shock

Diabetic Coma

**Hypoglycaemia** - too much insulin not enough sugar
- Sweating, cold clammy, skin
- Strong pulse, palpitations, muscle tremors
- Feeling of hunger, weakness or faintness
- Confusion, belligerence, strange behaviour
- Client is usually aware – needs a sweet drink or snack to balance sugar - insulin level

**Hyperglycaemia** - shortage of insulin too much sugar
- Call for 999 for help immediately
- Unconsciousness, coma, place in recovery position
- Rapid pulse and heavy deep breathing
- Warm dry skin
- Smell of acetone on the breath, fruity sweet
- Excessive thirst

Electric shock
Burns can cause more internal damage even unconsciousness.

**Symptoms:** Unconsciousness; Swollen or burnt skin; shock

**Treatment:**
- Break source of electricity
- Disposable gloves
- Pour cold water over entry and exit wounds
- Cover with clean non-fluffy dressing
- Call and ambulance

Epileptic fit
- The casualty will lose consciousness and fall to the ground, sometimes with a cry. They remain frigid for a few seconds during which time the face may become congested. Convulsions are alternate contraction and relaxation of muscles groups. here maybe noisy breathing through clenched jaw, the body may become relaxed until consciousness is regained and then the casualty maybe dazed and exhausted.
- Protect the patient from any danger i.e. objects, water, fire etc
• Note the time the seizure started, stay throughout the fit and make sure they do not hurt themselves.
• Put the patient in the recovery position when the fit is over
• Give lots of reassurance and arrange assistance to get home

**Fainting / Dizziness**

is characterized by temporary unconsciousness caused by a temporary inadequate supply of blood to the brain and can be accompanied by blurred vision, nausea, paleness and sweating. It may begin with a feeling faintness or there may be a sudden collapse

**Treatment**

• Lay victim on his/her back and elevate the feet
• Kneel down and support the ankles on your shoulders
• Loosen clothing, open the door or window
• Reassure the patient
• Recovery should be rapid and complete, if not the patient may require hospital treatment.

**Heart Attack**

**Signs and symptoms**

• Severe pain in chest or left arm
• May feel giddy and sink to the ground
• Shortness of breath
• Unconsciousness
• Pulse becoming weak and irregular

**Treatment**

• Call for 999!
• Place in comfortable position, semi raised on pillows or sitting
• If casualty is conscious give 300mg aspirin to chew
• If they have angina medication help them to take it
• Record breathing pulse etc
• If breathing fails then begin artificial respiration immediately and if necessary give heart compression

**Hysteria**

Hysteria occurs as a reaction to emotional stress

• Reassure the patient gently but firmly
• Suggest deep breathing
• Give sips of water
• Try to distract from the problem

**Hyperventilation**

Reassure the patient, loosen tight clothing, breathing may be abnormally slow and shallow due to high oxygen level. Patients should be encouraged to breathe normally in and out of a paper bag 10 times, then without a bag for 15 seconds, if normal breathing does not occur medical help should be sought
Insect Sting
Most insect bites will cause no more effect than irritation and discomfort. If the sting is still embedded in the skin, remove it by scraping a nail sideways then apply a cold compress. If pain or swelling persists consult a doctor.

Strains and Sprains

**Strain** – occurs when the muscle is overstretched or torn. Pain occurs where the muscle of tendon attaches to the bone

**Sprain** – occurs where a ligament is over stretched or torn. Usually the result of a fall, missing a step or twisting an ankle!
Can be very painful with swelling, bruising, difficulty in moving injured past

**Treatment**
- R Rest
- I Apply ice if available otherwise as soon as possible
- C Apply a firm compress or bandage
- E Elevate the area

Sunburn

Cover the skin with clothing or a towel
Move client into shade or indoors
Cool skin by sponging with cold water or plunging in a bath for 10 minutes
Encourage sips of cold water
For mild burns apply Calamine lotion or after sun
Severe burns seek medical attention

**Unconsciousness**

- **Recognition**
  - No response to normal/loud speech
  - No response to touch/pain
  - No response to simple commands
  - He might not be breathing – CPR

- **Action**
  - Don’t leave the client
  - Choke on his tongue or Vomit
  - Record reactions
  - Breathing and pulse
    - Place in Recovery position
  - Call emergency Services
    - 999 – UK

Recovery position

- Kneel beside patient, put legs straight
- Place arm nearest you at a right angle
- Bring far arm across chest hand on cheek
- Grasp far leg above the knee, pull it up
- Keep hand on cheek, pull on leg to bring them towards you onto his side
- Adjust leg, hip & knee are at right angle
- Tilt the head backwards to open the airway
- Adjust hand under cheek to tilt the head
- Check breathing after 30 mins turnover

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HYGIENE AND STERILISATION

Personal hygiene of the therapist

- Professional uniform and shoes must be clean. Flat shoes, socks/ tights to be worn
- Shower / bath regularly
- Change underwear daily, more often in hot weather if necessary
- Fingernails should be short, clean and without nail varnish
- Hair must be clean, groomed & tied back if above shoulder length
- No jewellery should be worn (accept wedding ring & stud earrings)
- Hands should be washed before and after every client
- Brush teeth & do not eat garlic, onion, spicy foods that may be breathed over client
- Do not smoke or eat in the treatment room
- Deodorants – natural deodorant sticks are recommended
- No perfume
- No chewing of gum

Other hygiene procedures

- Towels and linen – change for each client and wash. Paper saves laundering.
- Waste disposal – paper roll disposed of immediately in a covered bin emptied daily and disinfected
- Floors – should be mopped regularly with disinfectant
- Toilets/Wash basins – should be cleaned regularly with appropriate chemicals
- Wipe client’s feet prior to treatment
- Remove client’s jewellery
- Do not touch any open wounds, cuts or abrasions on the client’s skin

Definitions

- Septic – contamination by bacteria
- Antiseptic – prevents growth of bacteria (usually can be used on the skin)
- Disinfectant – substance that destroys bacteria ( not suitable for use on the skin)
- Sterile – free from all micro-organisms
- Cross infection – infection passing from one person to another e.g. towels, floors
- Sterilisation – the total removal or destruction of all living micro-organisms
- Aseptic – free from micro-organisms
- Bactericide – substance that kills bacteria
- Bacteriostat – substance that inhibits the growth of bacteria
- Fungicide – destroys fungus
- Pathogenic – disease causing organism
- Toxins – poisons produced by pathogen
- Hygiene – science of health, clean conduct and methods
Types of infection

Bacteria –

Single celled microscopic organisms, reproduce by splitting in two (binary fission). Different bacteria require different conditions for reproduction – e.g. moisture, temperature, pH, source of nutrient etc. Common bacterial infections: salmonella (food poisoning), staphylococcus aureus (skin infections, boils), throat infection (staphylococcus pyogens), impetigo.

Fungi –

Microscopic organisms that live as parasites. The fungus is produced by spores. Examples include ringworm (Tinea corporis), athlete’s foot (tinea pedis) and thrush (candida albicans).

Viruses –

Micro-organisms that are smaller than bacteria and thrive inside the human cell (this makes treatments of viral infections very difficult). Viruses can be resistant to chemicals and heat. Viruses include common cold, cold sores (herpes simplex), chicken pox (herpes zoster), warts, verruca, hepatitis A, B, C, HIV infection.

Infestations – e.g. scabies, lice (Pediculosis)

Blood Transmitted diseases

These are diseases carried via the blood stream and transmitted through open cuts or wounds on the skin. A carrier of the disease is not a contraindication to massage as long as the client’s and therapists skin is unbroken and hygiene is attended to. Always check for open wounds and cuts. The two most important diseases are:

- Hepatitis
- HIV

Hepatitis

Is a viral inflammation of the liver whose symptoms include jaundice and a yellow colour in the whites of the eyes.

There are three types of hepatitis

Hepatitis A – short incubation
Hepatitis B – long incubation
Hepatitis C or Non A, Non B Hepatitis

Hepatitis is very resistant to high temperatures and strong chemicals.
**HIV (Human Immunodeficiency Virus)** – interferes with the immune system lowering the resistance to disease.

AIDS (Acquired Immune Deficiency Syndrome) – AIDS is the name given to the disease when Immuno - suppression has taken place. Infection takes place via the blood stream or by sexual contact. It is common amongst drug addict who shares needles. Outside of the body HIV is easily destroyed by normal disinfectants. When carrying out electrolysis, or in the case of an injury where there is bleeding, gloves need to be worn but not for a massage.

**Effective Forms of Sterilisation for the clinic**

- **Sterilisation** is less of a problem for massage therapist than other therapists such as acupuncturists or beauty therapists. Items required to be sterile are the needles e.g. electrolysis, acupuncture they need to be disposed of in a sharps box.

There are 3 main sterilisation methods which may be used in a clinic:

- **Radiation** – ultra violet light in small cabinets. This method is only suitable for storage of already clean items since the rays only travel in straight lines and any debris, oil or dust on the surface of the object will prevent UB being effective.

- **Heat** – an economical and effective method.

**Dry Heat**

- Hot air ovens-objects must be able to withstand high temperatures i.e. glass, instruments
- Glass bead steriliser (tiny glass beads in a small container) up to 300ºC.
- Suitable for small metal items (tweezers, forceps)

**Moist Heat**

- **Boiling** – most bacteria will be destroyed after 5 minutes BUT spores and viruses may be resistant. Suitable for laundry.
- **Autoclave** – a closed unit that increases atmospheric pressure raises temperature of boiling water. It can destroy all micro-organisms and spores. High temperatures some cause items to deteriorate. Suitable for metal instruments.
Chemicals

Chemicals are the most widely used method and there are wide ranges of chemicals designed for all surfaces. As a guide:

- A Bactericide substance will kill (pesticide, bactericide)
- A Bacteriostat substance will slow down the growth
- An antiseptic can be used on the skin
- A disinfectant is too strong for the skin

Chemicals are used according to the manufacturers instructions to immerse items, wipe or spray surfaces e.g. couch, floor coverings etc. Chemical sterilisation can be used for tweezers, scissors and pedicure equipment.

Waste Disposal

Waste Bin

- Office Paper

Sharps Bin

- Acupuncturists
- Beauty Therapists
- Tattooists

CIN Bin

- Contaminated waste
- Closed lids
- Disinfected and emptied daily
Is Sales Marketing?

Definition of Marketing

“The management process which identifies, anticipates and supplies customer requirements efficiently and profitably”

What it is you offer!

- Do people want it?
- USP
- Quality V
- Price
- Brand Image
- Guarantees
- Customer Service

How much do you charge?

- Costs
- Production
- Competitors
- Any discount structure
- Distribution

“Customers are often prepared to pay more for a better service with unique features”

Where to Sell!
- Make it easy for people to BUY!
- Location of Premises
- Suitability of Premises
- The need for Premises

What Marketing Activity?

- Printed Material
- Business Cards, Letterheads
- Press and PR
- Advertising
- Vehicles, Signage
- Products, Labels
- Direct Mail
- Promotions

Methods of Advertising

- Local Newspapers
- Classified Sections
- Mailshots
- TV?
- Word of Mouth
- Radio
- Posters
- Talks / Demonstrations

What Makes A Good Advert?
Customer Service

- Good News V Bad News
- Telephone Manner
- Handling Sales Enquiries
- Handling Complaints
- Customer Satisfaction

PROFESSIONAL CONDUCT

Confidentiality
Do not discuss personal details with other therapists
Do not discuss personal details with other clients

Confidentiality and professionalism do hand in hand, please explain to the client that all details are confidential as long as they do not give you information which suggests they are breaking the law or performing an illegal act. Reassure client that details will not be disclosed or discussed unless:

1. Consent to treat is needed from a GP etc
2. Duty of Care
   - Client is a danger to themselves
   - Client tells you they have broken the law
   - Client tells you they are planning to break the law

Negative Feedback
Most complaints result in lack of communication because the client’s expectations are different from the therapists; the complaint may escalate because they feel they have not been listened to and their problem not been resolved. Below are some of the ways to handle negative feedback:
1. Listen Carefully
2. Do not interrupt
3. Allow the client to speak freely
4. Do not argue
5. Ascertain what the problem is
6. Try to make it a positive experience: Offer compensation

Another treatment
Alternative treatment

Personal Effectiveness
• Completing treatments in commercially acceptable time includes:
  Cost of therapists time, products, heating, other overheads
  Make local comparisons; check out the price of the competition
• Diary Management
• Energy resources
• Legal Requirement
  Supply of Goods & services act 1982
  Trades Description Act 1987
• Communication
  Clarifies client – therapist - staff communication

Referrals
It is very important to “work within the realms of your expertise” and to
recognising your own limitations, knowing when to refer to another therapist or
practitioner i.e.
1. GP referral
   See list of contraindications
2. Other Complementary therapist
   Counsellor
   Client becomes upset
   Personal issues and problems
   Osteopath/ Chiropractor
   Acupuncturist
3. Member Social care or nursing team

Keeping the details of local support agents and other therapists can act as part of your
own support group and are often useful for recommendations especially if you take time
to meet the people involved and exchange cards and information, reciprocate with one
another.

Building a rapport with a GP
Building a rapport with your local GP’s and hospital staff can make an enormous difference to the success of your business but can also an extremely daunting prospect. Here are a few tips to success:

- Make it clear that you are Complementary not alternative
- Non diagnostic
- Advise clients not insisting or demanding
- “Know your stuff “understand contraindications
- Refer back to GP for consent
- Find out if they have referral procedures verbal, letter, telephone?
- Education of medical profession Talks, demonstrations, letters etc

**Palliative Care**

NICE (National Institute for Clinical Excellence) Guidelines define palliative care as: “Active holistic care of patients with advanced progressive illness. Management of pain and other symptoms and provision of psychological social and spiritual support is paramount. The goal of palliative care is achievement of the best quality of life for patients & their families.”

- Temporary relief not a cure
- Confidentiality and Support
- Importance of Accurate record keeping
- Knowing when to refer
- Manner of Communication
- Only give information agreed with care team
- Managing your own feelings
- Ongoing care
- Personal beliefs and preferences
- Grief and grieving process
- Awareness of other support agencies

**Statutory Regulations**

- State Regulations
- Some therapists need to attend so many training hours per year to remain registered i.e. Nurses, acupuncturists, osteopaths, Aromatherapists etc
- Massage therapists are not required to even be qualified?
- Local Regulations and licensing varies from county to county
- The following organisations however do have some requirements:
  - Examination Body
  - National Occupational Standards
  - National Qualifications
  - Professional Body
  - Register of Qualified Therapists
- Trying to improve the benchmark for good practise

**Professional Ethics**

- Client Care
  - client modesty & trust
  - do not embarrass self, client or others
  - no unethical topics of conversation
  - religion, politics, money, royal family, blood sports, abortion
  - pre treatment care - get all information
  - contraindications & all relevant info
  - explain treatment + consent & agreement to treatment
during treatment care - pay attention
  • individual attention - helping off/on couch, maintain contact, towel and support pillow management & hygiene
  • adapt treatment, use appropriate moves & massage medium
  • client led conversation & never discuss other clients or clinics
post treatment care - demonstrate awareness
  • effects of massage (both positive & “negative”) & home care advice to individual and their family
  • treatment conclusion, further treatment recommendation & reflective practice

Code of Conduct

- Never discuss or criticize other clinics or practitioners
- Only carry out treatment for which you are qualified
- Do not make a medical diagnosis
- Do not offer or promise cures
- Do not make false claims
- Honor clients confidentiality
  - do not discuss your clients with anyone else
- Do not poach clients
- Do not treat clients that are currently receiving treatments from another practitioner without their approval
- Do not discriminate on grounds of colour, race, religion or social status

Continual Professional Development

If Statutory Regulation is successful then, CPD points will be compulsory where as at the moment they are voluntary, although required by some professional bodies.

Therapist must acquire CPD hours - remain registered
CPD obtained by attending lectures at exhibitions, conferences organised throughout the year or additional training courses