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## Addressing the Needs of Today's Doctors



Practice is getting harder, the demands of the average patient are increasing, a doctor's time is being stretched thinner than ever before, and let's face it, Dr. Google isn't helping...

**No, we can't change the demands of the healthcare system, but we can change the load on our doctors.** Let us show you how...

*Eg. "The aging population - one in four Canadians will be 65 or older by 2056, compared to 13 per cent now - will put huge strains on the health care system..."*

*The CMA estimates it would take 26,000 more doctors, right now, to bring Canada up to the OECD average. Medical schools aren't graduating enough students to keep up with demand..."*

*Canadian Medical Association Journal*



## What is CAMPT?



CAMPT stands for the Canadian Academy of Manipulative Physiotherapy. CAMPT is the professional organization for physiotherapists who have completed post-graduate training in complex clinical reasoning and hands on therapy treatment techniques.

By delivering research-guided physiotherapy care, our patients:

- ▶ **Get Better** using techniques that meet international standards.
- ▶ **Recover Faster** since we find and target the root cause with focused treatments.
- ▶ **Stay Healthier** by educating them about their condition to reduce relapse.



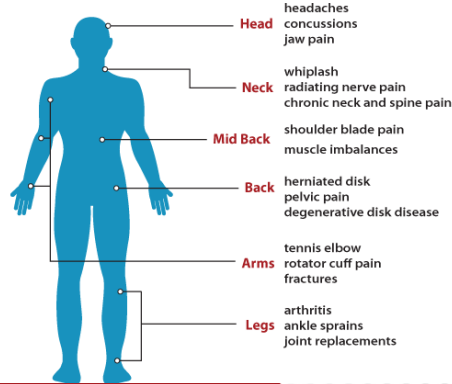
## How Does an FCAMPT Help My Patients?



Research-guided techniques used by Fellows of CAMPT (FCAMPTs) aims to **improve pain control, functional activities, and a patient's health independence**. This means:

- ▶ Less follow up visits needed
- ▶ Less reoccurrence and chronicity
- ▶ Less administration!!
- ▶ Less dependency on medication

*"Following manipulative therapy treatment for neurogenic cervicobrachial pain, visual analysis revealed beneficial effects on pain, functional disability, as well as cervical and shoulder mobility. These improvements were maintained over the home exercise phase and at 1-month follow-up."*



## Effectiveness



An FCAMPTs success comes from their **clinical reasoning and diverse treatment** options – including Manual and Manipulation therapy which has been supported as a safe and effective form of treatment.

- ▶ Treatment with manual therapy and exercise shows greater pain reduction up to 40% in 6 weeks in patients with an acute whiplash compared to less than 5% recovery with educational videos and self care (Miller et al. 2010)
- ▶ Mobilization and manipulation are effective treatment options for mechanical neck pain (Gross et al. 2007, Jull et al. 2002)
- ▶ Manual Therapy and exercise has been shown to improve symptoms post ankle sprain more so than exercise alone (Lubbe et al. 2015)
- ▶ Manipulation was found to be more effective than mobilization or exercise in the treatment of acute lower back pain (Clealand et al., 2009)



## How Does an FCAMPT Help My Practice?



Sharing the workload: FCAMPTs are a reliable partner in orthopaedic diagnosis

- ▶ FCAMPTs will properly recommend further medical interventions required
- ▶ FCAMPTs are trained to identify which medical investigations are appropriate for the orthopaedic presentations they see

More time per patient for you

- ▶ Time to help a greater number of people
- ▶ Less potential for professional burnout

Improved patient satisfaction

- ▶ When successful treatment and referrals prescribed



**Let FCAMPTs be the difference in your practice**

## Why Have I Not Heard Of CAMPT Before?



More recognized internationally than in our own backyard

- ▶ But 800 FCAMPTs in Canada and growing

Advertising Limitations by the Colleges of Physiotherapy

- ▶ ... We would say more... but we can't ☹
- ▶ However, times are changing...

Launched a marketing initiative to raise our profile

- ▶ Presentations such as this with healthcare professionals
- ▶ Education for our members on how to leverage our brand
- ▶ Campaign to the public through social media and our new website



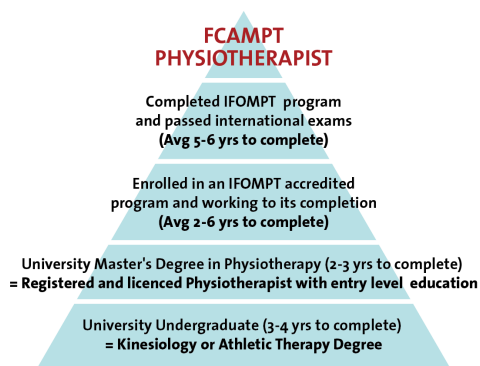
## So What Makes an FCAMPT Different?



### Education and Experience is the Difference

CAMPT-Certified physiotherapists earn their FCAMPT designation by:

- ▶ Completing an IFOMPT **internationally accredited** physiotherapy education program
- ▶ The IFOMPT education goes **Beyond the core university education** required to become a physiotherapist in Canada



## CAMPT Upholds an International Standard



CAMPT is Canada's member organization of the **International Federation of Orthopaedic Manipulative Physiotherapy (IFOMPT)**.

IFOMPT is a subsection of the **WHO** with the mandate to develop and monitor a standardized, high-level of orthopaedic manual physical therapy world wide.

The **World Confederation for Physical Therapy (WCPT)** is the sole international voice for physical therapy.



## Why Choose FCAMPT Physiotherapists



FCAMPTs provide focused treatment based on **research-guided techniques that speed up patient recovery** while educating them about their condition to reduce the risk of relapse.

- ▶ FCAMPT is an internationally recognized standard
- ▶ Additional training in assessment and clinical reasoning
- ▶ Expertise in manual therapy

*"FCAMPT trained physiotherapists demonstrated functional status changes and efficiency greater than those who were residency trained or had no fellowship or residency training."*

Rodeghero et al, 2015

## Referring Your Patients



**Make a CAMPT-Certified physiotherapist part of your medical team.**

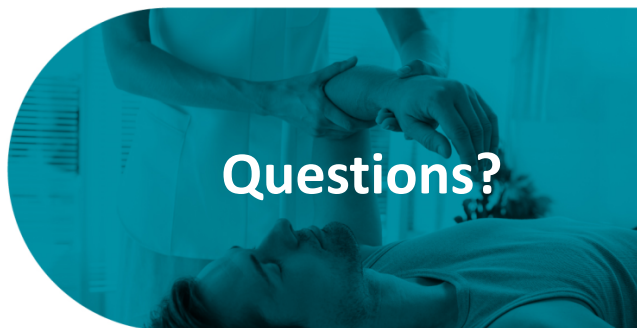
Protected and monitored accreditation:

- ▶ Valid seals automatically go to CAMPT website to review profile.
- ▶ Physical seal and certificate also present at the therapist's office.



**Find an FCAMPT:**

[manippt.org/find-a-campt-certified-physiotherapist](http://manippt.org/find-a-campt-certified-physiotherapist)



## References



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