Uddingston Physiotherapy Clinic

Modern facilities

Co-founders Gillian and Ricky Flanagan

Uddingston Physiotherapy & Rehabilitation Clinic was established by Gillian and Ricky Flanagan, who boast 25 years' experience in the sector. Founded in 2013, it serves South Lanarkshire and Glasgow, offering a quality service and supporting the millions of people with musculoskeletal (MSK) complaints. Gillian is a chartered physiotherapist with experience in the private and public sectors, while Ricky is a sports masseur, having previously managed an electrical contractor company – experience he has used to benefit the current business.

The Office for National Statistics recently found that 30.8 million working days are lost to MSK complaints. Many simple MSK problems will resolve within four to six weeks, but the disability caused can mean time off work is needed. Waiting times for NHS physiotherapy in Lanarkshire exceeds the standard 12 weeks, with some patients waiting 20 weeks for a routine appointment. As a result, private physiotherapy is becoming an increasingly popular option for those in pain, who cannot afford to be absent from work. Appointments are available immediately, sessions are longer, more treatment options are available and patients can organise treatments around their work schedules.

Over the past 20 years, we have seen a massive rise in waiting times for MSK outpatient services. To rectify this issue, we developed a service that supplies high-quality, patient-centred care in the local community, which takes patients from injury or illness to their full potential health and fitness. Many clinics send their clients elsewhere for gym, Pilates or maintenance treatment once they reach a certain level of recovery, which means that the process of recovery cannot be

FACTS ABOUT UDDINGSTON PHYSIOTHERAPY CLINIC

- Co-founders: Gillian and Ricky Flanagan
- Founded in 2013
- Based in Uddingston, South Lanarkshire
- No. of employees: 15
- Services: Private physiotherapy service
- www.uddingstonphysiotherapy.co.uk

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seen through to completion. Our plan was to have a multidisciplinary team, supplying physiotherapy, massage, Pilates, acupuncture and exercise rehabilitation under one roof, ensuring continuity of care and co-ordination of patient goals.

Ricky retrained as a massage therapist at university and was able to do the shop fit himself, with the help of business contacts. We opened in April 2013 and, having already built a good reputation and client list in the area, the business grew quickly. A second physio and a receptionist were soon required, and we have continued to grow. We now employ 15 members of staff and we went from seeing 70 patients a week, to upwards of 70 patients a day. We work really well as a partnership – Gillian brings clinical expertise and manages the administrative and personnel responsibilities, and Ricky uses his technical background to maintain the building and equipment and offer new ideas to develop the business.

Treatment rooms

Quality patient care

We strongly believe that for a healthcare business to be successful, the focus has to be on excellent patient care rather than profit. We wanted that to be clear for patients to see. We have invested in professional staff, who were selected for their interpersonal skills, passion and enthusiasm, a high skill level with regards to assessment and diagnosis and a great work ethic. Our physiotherapists have different specialities and skill sets, in order to help us broaden our knowledge and skill base.

Physiotherapy was defined in 1920 by four pillars: massage, exercise, electrotherapy and kindred treatments. Physiotherapists with competent manual therapy skills are becoming harder to find, because the NHS encourages them to treat patients with advice and exercise. If the body is in pain, muscles are inhibited from working, joints are stiff and proprioception and balance can be poor, while fear of further damage can affect patient compliance with exercise programmes. Manual therapy relieves pain and stiffness, increases joint mobility, circulation, proprioception and balance, and can help to detoxify and relax the body. Manual therapy can reduce anxiety, encourage sleep and improve energy and concentration. An exercise programme, alongside manual therapy, is far more effective in rehabilitating a patient. We excel in manual therapy, achieving a high treatment success rate; our patients often travel from significant distances.

Good interpersonal skills are vital, because patients in pain need to be treated compassionately and with

patience. Pain affects every area of a patient's life, and our staff take the time to get to know their patients and how their problem affects them. Patients are encouraged to be involved in decision-making and treatment planning, while having someone to listen to them for 40 minutes can make the experience really positive.

The profession is physically and mentally demanding and has a lot of paperwork to go with it. As part of our plan to encourage staff retention, we pay some of the highest rates in the UK and have a modern, well-equipped clinic and efficient working environment. We encourage peer review and mentoring, and all staff have input into our in-service training programme. Our physio team are skilled, efficient team players, with an excellent work ethic. Their hard work and enthusiasm have helped us grow the business and build a good reputation. There is a positive, friendly feel to the clinic and patients often comment on the welcoming atmosphere, which is a reflection of the attitude of the staff.

Our electronic diary and patient reminder service help clients with scheduling, while our customised rehabilitation programmes are sent to patients online, offering them instructions and video links so they can work out at home. We have also invested in electrotherapy machines, such as shockwave therapy, Tecar therapy, ultrasound and interferential, in order to enhance our service.

Maintaining our reputation

Referrals are essential and social media has been an excellent way to increase our reach to potential customers. We were rated as one of the top three physiotherapists in Glasgow by independent online reviewers Three Best Rated, who also awarded us Business of 2018.

Part of our team

We want to offer a beneficial service for the local community, and we have established good relationships with businesses, clubs and other healthcare facilities. Ricky has developed excellent links with local sports clubs and has dedicated a lot of finances by sponsoring local athletes to help them on their journey and help boost our profile. We work with local businesses to help reduce absence through MSK injuries, and we have connected with sports clubs by offering discounts and supporting their local charity events.

Good communication with local GP practices and private consultants has established positive relationships and built trust in our services, and we are frequently recommended as an alternative to NHS waiting lists. We also supply domiciliary services to local private nursing homes and the immediate local community. Our current treatment rooms have reached capacity, so we reduced our gym space, and added further treatment space. This has allowed us to take on more staff and more work, which will help us to grow as we move forward.

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