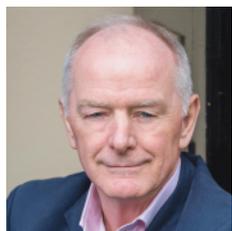


# HOW SOME PRACTITIONERS ARE LEARNING AND EARNING MORE

## THE ESSENTIAL SERVICE FOR REGULATED CPD!

If getting all of your CPD from the comfort of your own computer in your home (including your Learning with Others) whilst increasing your earnings sounds like an impossible dream, take a look at these three osteopaths who are living proof that it can be done. By Jess Brooman



**STEVEN BRUCE,** founder of the Academy of Physical Medicine (APM), is changing the way CPD is being taught to osteopaths, chiropractors and other practitioners around the world, by providing them with a cost-effective, time-saving and flexible approach to learning. And APM's members are really reaping the rewards.

Since becoming a member, Susan Fairley of The Sandown Clinic for Complementary Medicine, Kent, has benefited hugely from APM and the way in which she now carries out her CPD. *"I no longer have to travel anywhere in order to gain the required 15 hours' Learning with Others that the General Council requires. I can get all my hours with APM, as well as covering a much wider range of topics"*

Time and flexibility seem to be among the biggest challenges facing practitioners, and one that The Academy tackles by providing all the latest research material in one concise little package. This simple approach made things easy for Susan. *"The stresses and strains of attending CPD events*

*have been removed, but because of that the fun of being a student has returned - so much of the intellectual frisson is back. How lucky is that, then, to be enjoying one's chosen profession at 70 as much as all those decades ago?"*

Susan, like many others, has also benefited financially. She no longer has to take days out of the practice for CPD. The Academy cuts out the need for travel and accommodation, which over the course of the year become costs that really mount up.

Susan certainly isn't alone. The Academy has also provided huge value to Mike Bourne, transforming the way in which he completes his CPD.

Mike, of Bourne Osteopathic Clinics, said, *"The Academy meets all of my CPD requirements in a complete, professional package. They can't do enough for me, providing individual support alongside high quality webinars with leading Health Professionals to amazing*

*courses with pioneering osteopaths."*

Mike has also greatly benefited financially from The Academy. *"APM has freed me up to focus more on time in clinic with patients, without the need to travel endless miles at weekends to attend courses. It also saves me money on travel to expensive practical courses dotted all over the UK. So all in all it's money more than well spent!"*

The Academy's simple interface has received a wealth of praise from its membership, not least for the way it makes reviews of the latest research easily available, thus saving time-poor practitioners the chore of trawling through all the relevant journals.

The key element of the service is what Steven refers to as broadcasts. *"To call them webinars gives completely the wrong impression. We despise 'Death by PowerPoint'! These are live interviews with the best brains in the business, and our*

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*members can join in with their own questions and opinions. Quite apart from anything else, they're great fun!"*

To ensure that practitioners can make the most of their time, Steven has utilised every type of communication to get information to them. The broadcasts are all summarised in concise text documents, and for those on long journeys most of the material is being uploaded in podcast format. *"By doing it this way, we're greatly enhancing patient safety - practitioners can access a greater range of training than normal, and they can do it much more easily. It's about convenience."*

Denise Varley, Essex, can't thank APM enough for the benefits it has brought to her and her

patients. *"I am so glad that email popped into my life telling me about APM. It seemed too good to be true at first: a very reasonable fee to be able to do all my CPD in the comfort of my own home. No travelling or lost time away from my practice."*

APM also runs courses around the country, including human dissections, advanced technique training and clinical first aid.

So would Denise Varley recommend APM? *"Absolutely. A great idea, providing us professionals with greater skills and knowledge to serve our patients better."*

Visit [www.academyofphysicalmedicine.co.uk](http://www.academyofphysicalmedicine.co.uk) or call 01933 328150

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