

THE OSTEOPATHS WHO ARE LEARNING AND EARNING MORE

THE ESSENTIAL SERVICE TO OSTEOPATHIC EDUCATION!

If learning all of your CPD from the comfort of your own computer in your own 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 osteopathic CPD is being taught, by providing practitioners around the world with a cost-effective, time-saving and flexible approach to learning. And its members are really reaping the rewards.

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

Time and flexibility seems to be one of the biggest challenges facing practitioners and one that the Academy attempts to tackle by offering 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, indeed because of that,

the fun of being a student again has returned- so much of the intellectual frisson is back. How lucky is that then, to be enjoying ones 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 the purpose of CPD. The Academy also cuts out the need for travelling and accommodation which over the course of the year becomes a cost that really mounts up.

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

Mike, of Bourne Osteopathic Clinics, Worcestershire, said "The Academy of Physical Medicine provides me with all of my CPD requirements in a complete, professional affordable package. The Academy can't do enough for me, providing individual support alongside live high quality webinars with leading

Health Professionals to amazing technique courses with pioneering Osteopaths."

Mike has also greatly benefited financially from the Academy. "APM has given me more time to focus 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 for its research paper analysis, which has proved particularly beneficial its time-poor members. Part of the service APM provides is on-demand solutions to key issues that osteopaths are facing on a daily basis. The Academy cherry-picks relevant data from key research papers which can then be taken back to practice.

To ensure practitioners are making the most of their time, Steven has utilised every aspect of communication to get

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information to you when you need it. Whether you're in the mood for researching the latest osteopathy papers on the database, or driving long distances with podcast recordings playing in your ears, or maybe you want something a little more visual, like a webinar, every angle has been covered to ensure you're enriching your CPD whenever you get the time.

Denise Varley, Essex, can't thank APM enough for the benefits it has brought to her and her patients. "I am so very glad that an 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 CPD in the comfort of my home. No travelling or lost time away from my practice."

For those who enjoy more traditional courses where they have the opportunity to spend time with fellow professionals, APM also runs courses around the country for those that want it. The Academy received a huge amount of recommendations throughout 2015 through its existing members, emphasising the benefits osteopaths can reap and the value it brings to so many.

So would Denise Varley recommend APM? "Absolutely. A great idea, giving us, the profession, great ideas & more skills & knowledge to serve our patients better."

Visit www.academyofphysicalmedicine.co.uk

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