

WELCOME

Welcome to the second edition of the our clinic newsletter, I hope it finds each and everyone of you well and happy.

There has been a lot happening with clinic for the start of the new year an I am more than happy to inform you all of some of the bigger developments here in this edition.

So please read on for our most relevant announcements and I look forward to catching up with each of you soon.

WHAT'S NEW AT BEAR SPORTS THERAPY

[Website:](#)

[Business Hours & Cancellation List:](#)

[Ironman week appointments:](#)

[Gift Certificates:](#)

[Health Fund Updates:](#)

WEBSITE: I am really excited to announce that the clinic now has its very own website. The "BST IT department" has been working overtime to get it up and running and I am really pleased with results.

Check it out at: www.bearsportstherapy.com

The content at this point is fairly standard but we are looking at ways we can make it more interactive for our clients and for the clinic. For example we are considering the use of an online appointment booking system. If this is something which may interest you or you have any suggestions at all regarding content or facilities you would like to see or you can recommend, please feel free to give us that feedback, it will be much appreciated and help us to make the practice serve you better.

Finally on the website. It has a "testimonials" page.

With the site being brand new this page is currently

empty. If any client is prepared to take the time to pen a testimonial for the business that they would be happy for us to publish on the site, it would be greatly appreciated. If you have a testimonial to offer, please if you could email it to the clinic on bearsportstherapy@bigpond.com Thank you sincerely to anyone who takes the time to do this.

BUSINESS HOURS: Due to client numbers and demand we have now extended our hours of operation for 2011 to accommodate this. This should open up a wider scope for clients to secure appointment times more readily. Appointment times do fill up quickly for the week so please if you have limited opportunity to get the times you prefer get in touch early to lock that time in.

Additionally I am now running a cancellation list so people still have the opportunity to get in at short notice. So if you need it "now!" don't hesitate to get in touch as slots may be available due to inevitable unforeseen cancellations and we may be able to accommodate you.

Days of operation at this point in time for 2011 will be **Tuesday through to Friday**. Later appointments in the day are available on Wednesdays and Thursdays for those looking for after work hours time slots.

IRONMAN APPOINTMENTS: Since the launch of the business website we have been receiving bookings steadily both nationally and internationally for appointments for the week prior and particularly following the Ironman & 70.3. Obviously I would like to show preference to all my very loyal local clients so I am spreading the appointments as best as possible and holding some slots for you guys. I will be opening the Monday also following the event for post race appointments. Things are filling up fast so if you wish to get in please don't leave to long to book.

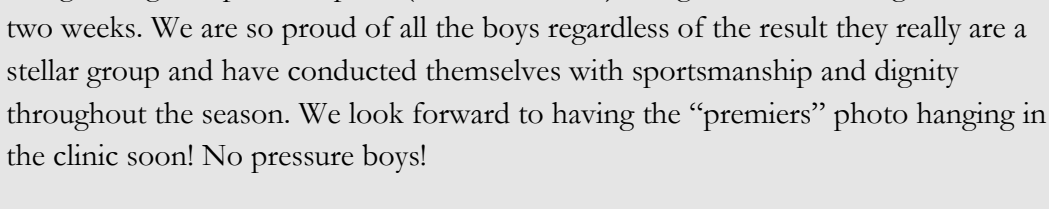
GIFT CERTIFICATES: are now available at the clinic. So if you have someone special you would like to introduce to the clinic via a gift certificate or even if its an existing client you would like to buy a gift for, please just ask when your next in or give us a call or drop us an email and we will be more than happy to arrange this for you. This can easily be done over the phone also without the need to come on in if it suits more for you at the time.

HEALTH FUND UPDATE: As some of you may be aware as a newer business there has been some wrangling and hold up with some of the funds issuing the clinic with a provider number. Whilst this has been sorted with the majority of funds now we are still negotiating with a remaining few. If you would like to know the situation with your fund and our clinic please just drop us a line and we can confirm the current status for you.

For those whom may have been inconvenienced by some of the protracted negotiations we sincerely apologies, we are working on this daily with only a minimal few funds outstanding at this point. If you have been affected by this we appreciate your patience.

FUTSAL

The "Bear Sports Therapy" under 8'S Futsal (indoor soccer) team have turned out to be a crack outfit with some genuine talent. After having completed the regular summer '10 - '11 season as minor premiers they are now firmly "the team to beat" going into next weeks qualifying semi. The coach tells me that they are certainly hungry for the title shaping up against a number of good mates in the opposing teams. Good luck to the "lads" and hopefully the coach can temper their nerves and growing competitive spirits (coach included!) and guide them through the next two weeks. We are so proud of all the boys regardless of the result they really are a stellar group and have conducted themselves with sportsmanship and dignity throughout the season. We look forward to having the "premiers" photo hanging in the clinic soon! No pressure boys!



That's it for this edition and thankyou for taking the time to have a look at our newsletter, if you think there may be something of interest within for a friend or colleague or perhaps a family member please feel free to forward this email on.

Regards,

Ali Bear

Bear Sports Therapy

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2011

Issue Focus

Neck & Shoulder

Dysfunction

Recently I attended an accredited course run by ATMS on this topic which covered all the latest techniques and clinical standards in the management of these issues. I thought it timely to highlight this topic in "issue focus".



The link below directs you to some quality information on the topic. If you think you may be having trouble with your shoulders and/or neck be sure to let me know as the problem is manageable and treatable in most circumstances.

<http://www.altmd.com/Articles/Massage-Therapy-for-Neck-Pain>

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Questions or comments? E-mail us at bearsportstherapy@bigpond.com



Bear Sports Therapy is proudly a member of the

Australian Traditional Medicine Society

<http://www.atms.com.au/>