



CULTURE BOOK



OUR PURPOSE

To help patients recover from injury or pain, or simply optimise their wellbeing.

“Nothing hurts more than sitting on a couch”



WHAT DO WE WANT TO BE?

Somewhere that inspires and facilitates a return to wellbeing in those who are injured or in pain.

A place for those who value an active life, where they come to optimise movement, flexibility, balance and strength.

A work environment where people feel a valued part of a team, and enjoy the work they do.

A close-up, low-angle photograph of a human foot resting on a stone surface. The foot is the central focus, with the toes and the arch clearly visible. The lighting is warm and soft, creating a sense of intimacy and care. The background is blurred, showing the lower leg and another foot in the distance, suggesting a clinical or therapeutic setting.

WHAT'S INSIDE?

- At a glance
- Who we've helped
- Our patient feedback
- Why we do it
- What we do
- Our tool box
- The small things
- How we thrive
- Life at WLP
- Monitoring performance
- When you're not at work

AT A GLANCE

Patient centered care



Opened in 2007.

Day 1. One phone call, no receptionist, One Patient.



Since then we've helped over **5000 patients**



Half of new episodes are from our past patients



Over 50,000 treatment or training sessions



>50% of referrals word of mouth



83% of our patients come back a second time



>20% from consultant or GP



We average **6 sessions** per injury episode



5 Star rating from over 500 patient reviews



WHO WE'VE HELPED ALONG THE WAY

Teachers, tennis champions, athletes, architects, Oscar winners, nurses, journalists, royal families, cleaners, ambassadors, Grammy winners, carers, rocket scientists, dancers, antique dealers, F1 drivers, estate agents, nannies, knights, chefs, shop keepers, designers, gardeners, programmers, rock stars, artists, receptionists, writers, bankers, mums, dads, kids, grandparents...

and they all get the same level of care and compassion.
And that's important.

OUR SERVICES



FEEDBACK FROM
> **500 PATIENTS**

Our patient feedback is independently hosted.
Good, bad or ugly we can't remove any reviews.



**HOW LIKELY ARE YOU TO RECOMMEND US TO
YOUR FAMILY OR FRIENDS?**

10/10

We guarantee patients the best care.

So if patient's aren't happy with their experience – whether we are running late, or there was a diary error - they don't pay for it.

We think it's how healthcare should be.

“Our patients expect a high level of professional expertise, excellent service, and great outcomes. Therefore we only have highly trained and experienced clinicians and excellent support staff, who have a fundamental desire to help those in need. I’m proud of the excellent team we have built, the outcomes we’ve obtained and the feedback we’ve received.”

Cameron Tudor

Clinical Director





WHY DO WE DO IT? OUR CORE BELIEFS

We're in the caring profession.
We enjoy helping others, both
our patients and each other.

*We think an active life is a better life,
and we think it's fun helping get people
back to doing what they love doing,
and guiding them to a better life.*





WHAT WE DO

We restore movement, facilitate recovery, and encourage tissue repair. These are the tools we use.



OUR TOOL BOX

Manual therapy

Massage, mobilising, stretching, stimulating.

Dry needling

Useful for pain, along with some tendon and muscle problems.

Joint Mobilisation

Oscillating movement that can loosen stiff joints.

Manipulation

Occasionally joints need a click to restore movement.

Specific Exercise

Strengthening areas that are weak or stretching areas that are tight.

Rehab Gym

Where our exercise and functional training takes place.

Compex

An industry leading muscle stimulator.

Radial Shockwave Therapy

Used to assist tendon healing.

Gaitscan

Pressure plate analysis giving us foot pressure distribution information during walking. Can also prescribe orthotics.

Slow motion video analysis

Most used for gait and running analysis.

Lifestyle advice

Much of our time is spent encouraging an active life, and advising patients how best to approach exercise as they get older. Our functional training team also help patients prepare for skiing or improve balance, mobility and strength.



THE SMALL THINGS MAKE THE DIFFERENCE

People can be anxious when meeting someone new. Particularly when they're in pain. It can be a risk to trust someone, so everything we do aims to reduce those anxieties, and make them feel cared for. The Patient Journey is important.

THE SIMPLE THINGS MATTER

- Smile
- Listen
- Seek to understand
- Build a rapport
- Communicate well, to referrers and to patients
- Have an open mind
- Diagnose
- Inform
- Treat
- Follow up
- Care
- Keep learning



HOW WE THRIVE

Innovate • Provide the best care •
Deliver great results • Grow

*We grow through personal recommendation.
People put at risk their own reputation when
they recommend us.*

*Recommendations only come with great
outcomes and a great experience, so always
think about the whole patient journey.*

LIFE AT WLP

The systems and procedures we have in place are designed to ensure we have a sustainable practice that consistently provides excellent care, service and results for both patients and referrers.

Do the basics well:

- Communicate well with colleagues and patients.
- Go the extra bit to make a difference.
- Be confident in what you know, and put your hand up for things you don't know.
- If you're unsure of anything work related, talk to the practice manager.
- If you're unsure of anything patient related talk to a clinical colleague or clinical lead.

“Plant seeds today for the reputation you eventually want”

GETTING TO KNOW THE TEAM

We're a pretty open bunch, and have an open door policy. So whether over coffee, lunch, our monthly CPD training, beer and burger nights, or a team away day, you'll feel part of the team in no time.





MONITORING OUR PERFORMANCE

We don't "underservice", we don't "overservice", we do what's right. We judge how we're going in comparison to long term key performance indicators and patient feedback.

OVER THE PAST 9 YEARS:

81%

The average New Patient return rate

6

The average number of physio sessions per new episode. Some patients only come twice, others 20 times, but the average amongst many therapists is around 6.

PATIENT FEEDBACK

All new patients get to complete an online review:
<http://www.westlondonphysio.co.uk/reviews>



5 stars

“I have worked closely with West London Physio for the last 10 years and have been consistently impressed with their professionalism and their outcomes. My (often physio-weary) patients describe a fresh, positive approach which gives them great confidence and renewed enthusiasm. I have no hesitation in recommending the WLP team.”

Mr Sam Church

Consultant Orthopaedic surgeon specializing in Knee Surgery
Fortius Clinic & Chelsea and Westminster Hospital

