

Preface

This is a short introduction to this publication and how its contents should be used.

Chapter 1 High level overview

This chapter takes the information gathered during the research exercise and forms conclusions based on it.

Chapter 2 CAM Clinic Business Analysis

This chapter concentrates on the clinics and therapists and analyses their Dorset practices. The AlexGuide 6C's Methodology is used to analyse their performance.

- **Consolidation** – consolidated overview of the 6C's evaluation.
- **Coverage** – the Clinics CAM therapy coverage.
- **Capacity** – this is the Clinics therapist numbers deployed to cover their service offering.
- **Charging** – for the Clinics that post their charges publically a competitive analysis.
- **Certification** – for CAM Clinics, Certification is a significant issue. Clinic statements made in this regard are analysed for effectiveness.
- **Communication** – the ability to communicate their message to potential customers analysed.
- **Centres** – locational analysis.

Chapter 3 CAM Therapy Analysis

This chapter concentrates on the issues that are key for the major therapies.

- **Description of the Therapy** – the range of CAM therapies practiced in Dorset explained.
- **CAM Regulators** – associations are key for the maintenance of standards and in many cases for the further development of the technique.
- **Certification** – how the aspiring therapist qualifies to practice their chosen therapies.
- **Charging** – the therapies charging ranges derived from the clinics who post their charges publically.

Chapter 4 The CAM Therapists Whos's Who

This gives the basic details of the fundamental resource of any clinic.

Appendix A Index of Clinics

Appendix B Research Methodology

Individual Therapist Clinics

There are a significant number of individual therapist companies operating under a single therapy discipline. Many will operate under a particular therapy banner but then offer what seems like an unlikely number of therapies for a single therapist. The combination of therapies they offer can also go under different collective banners.

Company	Therapist
Absolute stress relief	Linda Evans
acupuncture and your health	Chani Turner
Adam Eason	Adam Eason
AECC	Kenneth Vall
Amethyst Clinic	Jamie Fraser-Nash
AMG sports Therapy	Anna Garson
Ancient Therapies	Sarah Clark
Back In Bransgore	Anna Franklin
Back In Form	Steve Oldale
Back-in-Touch	Paul Miller
Body Prime	Jane Haynes
Bournemouth Osteopathic & Cranial Centre	Christopher Galloway
Branksome Park Chiropractic	Leslie Budzinski
Champion Mind	David Smith
Christchurch Osteopathy	Mark Jones
Clinical hypno	Sarah Cusets-Dawson
Dolphin Hypnotherapy Practice	T Roberts
Dorset Hypnotherapy	Rowena Carmichael
Easy Quit UK	N/A N/A
Escape Therapies	Debbie Pettitt
Evenlines	Linda Evans
Halo Hypnotherapy	Andrea Lindsay
Hands On Pysiotherapy	Raechel Dickinson
Happy Feet Reflexology	Nicola Tomkins
Harleycourt Cosmetics	Karen Riley
Haven Clinic	Charles Hanslett
Healthy and wise	Paul Craddock
Hypno Dorset	Laura Brown
Hypnotherapy-Online	Paul Hughes
Jennie Kirby	Jennie Kirby
Liz Sealey M.A.R. Reflexology	Liz Sealey
Lyndhurst Chiro	Matthew Garfath
Osteopathy Bournemouth	Steve Hussey
Parley Chiropractic	Darrell Watkinson
Perfect Balance	Jenny Pearsall
Physio Centre	Jacqueline Flexney-Briscoes

Poole Chiropractors	Nick Pare
Pure Acupuncture	Jackie Whitmore
Rebecca Smith - Reflexologist	Rebecca Smith
Reiki Dorset	Jennie McDowall
Release	Dianne Bright
Ringwood Chiropractic	Harry Samson
Robert Clarke Hypnotherapy	Robert Clarke
Sarpenela Natural Therapies Center	Sarah Lownds
Shiatsu Japanese Healing Therapy	Josephine Pridmore
Simon Bassett Chiro	Simon Bassett
Southborne Acupuncture Clinic	Rachel Dufft
Sports Massage studio	N/A N/A
Stephen Kite Practice	Stephen Kite
Steven Orton	Stephen Orton
Sul chiropractic	Richard Southam
The Backroom Clinic	Louise Preece
The Dorchester and Weymouth Clinic of Acupuncture	Sue Branch
Vivien Davis Reflexology	Vivien Davis
Wave of life	Thomasina Craster
Wimborne Osteopath	Rona Jones

Clinic Business Innovation

The following companies were flagged for innovative during the analysis.

Sector description	Company name	URL
Chiropractic	Sul chiropractic	www.sul-chiropractic.co.uk
Chiropractic	Beaminstor Chiropractic	www.beaminstorchiropractic.co.uk
Chiropractic	Newmilton Chiro	www.newmiltonchiro.co.uk
Chiropractic	Back pain UK	www.backpainuk.info
Physiotherapy	Wessex health	www.wessextherapyclinic.co.uk
Physiotherapy	The Poundbury Clinic	www.thepoundburyclinic.com
Physiotherapy	Abbeyview Clinic	www.abbeyviewclinic.co.uk
Physiotherapy	BMI healthcare	www.bmihealthcare.co.uk/harbour
Hypnotherapy	Adam Eason	www.adam-eason.com
Hypnotherapy	Swan Therapy	www.swantherapy.co.uk/

Cosmetic Surgery	Snowberry lane	www.snowberrylane.co.uk
Cosmetic Surgery	Resolve Laser Treatments	www.resolveLasertreatments.co.uk

Best Communicators

Communication is a key skill required to describe the clinics service offerings and company strategy. For all but a few, the smallness of the companies involved prohibit employing the services of PR or marketing companies consequently the website becomes a very cost effective means of projecting this image.

Company name	Ematurity	Sector description
BMI healthcare	576	Physiotherapy
Nuffield Health	573	Physiotherapy
Adam Eason	493	Hypnotherapy
Body In Motion	487	Physiotherapy
Lightawareness	400	CAM Clinic
BWT Physio	390	Physiotherapy
Resolve Laser Treatments	364	Cosmetic Surgery
Beaminster Chiropractic	348	Chiropractic
Back pain UK	348	Chiropractic
Wimborne Osteopath	325	Osteopathy

AlexGuide has developed a best practice methodology which scores the design and content of the site out of a possible thousand points allowing comparisons to be made. This method is based on the EFQM (European Federation Of Quality Management) benchmark and measures the totality of the company message being communicated. This will allow clinics to monitor the efficiency of the message that they are communication to interested parties.