



# Physio First

## Data for Impact

# Top Tips

Making the most  
of your data



**University of Brighton**



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# What is Data for Impact?

Data for Impact is our online data collection project. It enables us to analyse your clinical data and use it as an evidence base to help prove the efficacy of private physiotherapy.

Participating Physio First members are helping us to build a wealth of ongoing patient data from across the UK.

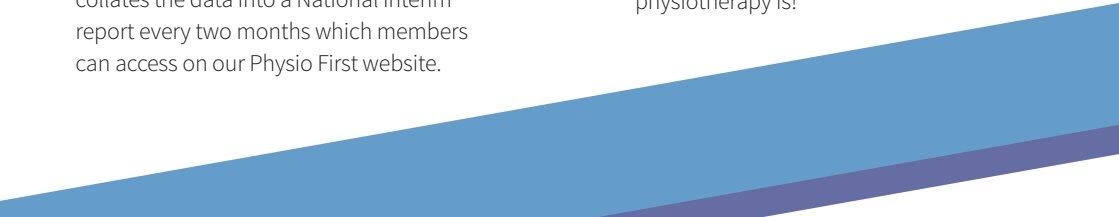
The University of Brighton analyses and collates the data into a National Interim report every two months which members can access on our Physio First website.

## How can I use it?

Data for Impact can be used to collect, record and view anonymised patient data and assess the outcomes of treatments and patient trends.

Data reports can support Continued Professional Development training needs and your own application to be one of our new Physio First Quality Assured Practitioners.

The information is also invaluable to help promote your work, your clinic and champion private physiotherapy. In short – to tell everyone how good private physiotherapy is!



## Our top tips on making the most of Data for Impact...

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### TIP 1 Getting outcomes

Data for Impact is our standardised data collection tool.

Standardised data can be analysed and used to measure your patient outcomes. It shows the public and your patients the quality and efficiency of private physiotherapy.

Data for Impact has been specially developed by Physio First in collaboration with the University of Brighton and is funded by the Private Physiotherapy Educational Foundation.



### TIP 2 Individual reports

Data for Impact reports, based on the data collected, are available to all Physio First members on our website.

Collect more than 50 patient data sets and get your own, individual report delivered to you every four months.

Specific to your own practice, this report analyses your patient data against national statistics and allows you to compare yourself against other participating practitioners nationwide. We will also be able to publish these results.

We can use this data to compare and benchmark our own outcomes.



## TIP **3** **Patient profiling**

Data collection gives you valuable information on your patients.

It helps you to understand who they are, how they find you, their goals and funding.

This is vital information for effectively marketing your practice and private physiotherapy in general.



## TIP **4** **Marketing**

Patient profile data enables you to develop your marketing strategy.

This will help you to target potential new patients more effectively.

Collect more than 50 datasets and use your own data to promote your quality service.

You can use this profiling data to develop a more sophisticated marketing strategy and include data about the quality of your service in marketing publications.



## TIP **5** **Strengths and weaknesses**

Contributing to our standardised data collection can highlight:

- Strong areas in your own practice
- Those areas that need improvement
- CPD needs
- Treatment evaluation

It can help with:

- Comparison of outcomes
- Monitoring goals reached
- Reflecting on outcomes
- Improving day-to-day practice



## TIP **6** **Benchmarking**

Where you have more than one Physio First member in your clinic participating in the Data for Impact, you could be supplied with reports to benchmark your practice against the national databank.

These individual Data for Impact reports can be used to:

- Benchmark your outcomes against other private practices nationally
- Inform and influence your business decisions
- Promote your strengths based on the evidence our data provides



## TIP **7** **Reflective practice**

Your involvement in Data for Impact will provide knowledge to help you reflect on your own practice.

Our Data for Impact reports will stimulate discussion with colleagues and help us identify our collective and individual strengths and weaknesses.



## TIP **8** **Manage patient expectations**

Use Data for Impact when talking to patients. The knowledge you gain from your individual reports will help you inform them of:

- What to expect from a treatment
- How many treatments they may need
- Their expected outcome



## TIP 9 Greater understanding

Further analysis of the national data will give us – and you – new information on the effectiveness of private physiotherapy in the UK.

These analyses will provide further understanding of how patient demographics and other factors can be linked with outcomes on discharge.

It can help you as a private practitioner to plan your own business development and will help Physio First as an organisation.



## TIP 10 Effective data use

Please input as much data as possible.

The more data collected, the more representative the data set.

Use the data confidently. It can guide, develop, promote and build your practice.

Data for Impact is our vital asset in the ever-changing healthcare market.



## We are here to help

If you have any further questions about signing up, inputting, or making the most of your data reports, please get in touch.

You can email or call us and we will be happy to discuss any queries you may have.



Email us:

[physiosurvey@brighton.ac.uk](mailto:physiosurvey@brighton.ac.uk)



Call us:

**01273 641802** (answerphone)



For more information go to:

[www.physiofirst.org.uk/dataforimpact](http://www.physiofirst.org.uk/dataforimpact)

For general enquiries please call the Physio First office team on **01604 684960**

Physio First is run by our members. We work together to champion evidence-based, cost-effective private physiotherapy in the changing healthcare marketplace.

[www.physiofirst.org.uk](http://www.physiofirst.org.uk)



# Data for Impact is a joint partnership project with



**University of Brighton**



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Private Physiotherapy  
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