

Letters



STAR COMMUNICATION

Onto a winner

I got a lovely surprise recently, when I found out I had won the WhatClinic.com Excellent Customer Service award for the second year.

The award is based on feedback from patients, and combines scores for excellent customer service and timely consumer feedback. Customers rated clinics based on how well the clinic treated them, how quickly they were contacted and seen and how happy they were with the treatment.

Winning an FHT Excellence in Practice Award in 2013 has had a big impact on my career and I am delighted to continue to be recognised for my commitment to customer service. As a semi-permanent make up technician, who regularly supports clients affected by cancer, it's something I focus on in everything I do and to receive such positive feedback from my clients is great.

Geraldine Flynn, MFHT,
2013 FHT Excellence award winner

Find out more about Geraldine's 2013 Excellence Award win at: www.fht.org.uk/award-winners-2013

Read the article, *Boosting Morale*, where Geraldine discusses semi-permanent make-up to help disguise hair loss: www.fht.org.uk/boostingmorale

2016 FHT Excellence Awards now open for entries – see page 31 for more information.



The business of the body revisited

In our December 2015 Member News e-newsletter, Dr Fiona Holland, senior lecturer at University of Derby, discussed body image representation within spa and wellness culture. Dr Holland argued that marketing communications within our industry often fail to use models that reflect the diversity of people within contemporary society, including differences in age, gender and race. This leaves many feeling dissatisfied with their own body image. Dr Holland questions whether the images used in the therapy industry to promote our work often undermine our altruistic intentions.

We invited readers to weigh-in on the debate and here is what one member had to say:

'I am a 60-year old therapist and Weleda advisor, and I think that body image is something that makes older women extremely depressed and insecure. I would welcome some pictures of older clients in spa and therapy advertising as well as pictures of more mature therapists.'

'Older women have the menopause to cope with, children leaving home and parents passing away, plus the anxiety of retirement. Being bombarded by young women in adverts does nothing to encourage the older client or make them feel good.'

'Love and understanding need to be the main issues promoted and not the perfect body image.'

'My gym has a spa and advertises heavily with the perfect image. The therapists are all very young and what should be a relaxing experience is being bombarded by sales talk on buying the perfect product for the perfect face or body experience. I avoid it totally.'

'The therapists I personally go to are all mature, experienced, loving and understanding and their businesses have way outlived the local spa.'

Fiona Wilson, MFHT

Read Fiona Holland's article online at www.fht.org.uk/bodyimage

Keep complementary therapy in NICE guidelines

The National Institute for Health and Care Excellence (NICE) has proposed removing a section on complementary therapy services from its guidelines on supportive and palliative care in adults. The FHT responded to this consultation in January, outlining the key reasons not to remove this valuable care pathway. It was great to see so many of you commenting on this important issue. Some of the responses are below:

'I have just read the NICE guideline update from FHT's email and can't believe that they are proposing to remove the section on complementary therapy services for supportive and palliative care. After all the splendid work that has been completed over the years moving our professional industry forward and gaining recognition with the NHS, I sincerely hope NICE will reconsider. If they decide to remove this section it will be a sad day for therapists, their patients and carers.'

Wendy Arnold, FFHT, former FHT President

'To the FHT Team, I would like to thank you all for your continued support and dedication on behalf of all the FHT Registrants. You all work tirelessly on issues and matters that affect us as professionals and our clients. I take this opportunity to thank you also for the work you are currently doing regarding the NICE guideline issues.'

'I currently work in specialist palliative care and

Winter's comments

Thank you for sharing your comments on the Winter 2016 issue of International Therapist:

I particularly liked the article on Sports Psychology. As a level 4 Athletics Coach the subject is high on my agenda with both fit and injured clients.

Anthony Bateman, AFHT



Star communication

In the next issue of IT, the lucky member who wins our star communication prize will receive Elemis's Pro-Collagen Super Serum Elixir. Keep emailing us (dralls@fht.org.uk), Tweeting (@FHT_Org), Facebooking (www.facebook.com/fht.org.uk) or commenting on our blog (www.fht.org.uk/blog) for a chance to win.

