

Your choice!

The UKPTA Referral Strategy - Support for Practitioners

It can be quite a lonely life being a Polarity Practitioner in the UK. Everywhere when asked what it is you do the response is commonly “Polarity therapy?...What’s that! I have never heard of it.” You know this is a cue to start your explanation and once again you digitize its message, reduce it down to its constituent parts and before you know it it has somehow been diminished, although you have got the message across. Or have you?

Doctor Stone was a genius; he pulled together a consolidation of philosophy and the healing arts and he did it in such a complete way it has had no need to change from his original formula. Its structure encompasses every way possible to intervene on the Clients’ journey to health. It has stood the test of time yet still people are ignorant of its efficacy, its beauty and its simplicity. In order to describe it we are drawn into the existing paradigm, a modern paradigm that requires logical, literal description. This may well fashion in words what it is, but the words lack synergy. The end result of this is that for the public at large Polarity therapy has no image, it has no identity, it lacks its lustre. True, people who have the eyes to see will see it as numinous, but even they may miss it initially. It is what people want, what they need but they would never guess at first sight what is hidden in its depths, unless, of course it simply finds them!

So instead of us all independently putting across and independent message the Counsel of the UKPTA, your Counsel, have accepted as one of their main tasks to raise the presence of Polarity, so that it is more widely known, trusted and accepted. Since forming in November 2007 we have put our heads and hearts together and admittedly taken our time, but this is a serious endeavour, a high ideal, so time taken now is time well spent.

We accept as a basic premise that Dr Stone got it right. There is no need to tinker with the mechanics, but we believe that Polarity therapy as a manifestation of the underlying principle and its practitioners are not well served by merely presenting the mechanics. We have come to realise that Polarity therapy and you are best served by presenting it in its entirety, to capture the essence and express its wholeness, its synergistic power to the public at large. It is our aim, as an inherent part of our vision, that when a Polarity Practitioner states what they do the response will be “Really!! That’s amazing...when can you see me? You can then practice more of what you love as people more readily flow to you”

So how best to serve you, how are we going to proceed? We have concluded, unanimously and simultaneously to develop a national referral strategy. In general, advertising is ineffectual, the market is swamped with all manner of healing modalities, many of which have been spawned through Polarity; Marketing requires considerable resources to get the reach and PR is labour intensive and requires a precise skill to get it right. However, personal recommendations through word of mouth do work. Often someone who has experienced Polarity, where it dawns on them how precise and effective it is in dealing with them as individuals in meeting their needs, will tell others

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and through respect of, and trust in the other we get the call; The beautiful relationship begins. Referral strategies are a means to build conditions that replicate the process of personal recommendations, that create respect and trust and the essential first step. It is through this approach we wish to channel the resources we have to assist you in your practice. We feel it is the best way to fully represent you, whilst honouring the marvellous system we represent.

Firstly, the UKPTA Counsel Vision Statement:

Polarity therapy is recognised and respected worldwide as a professional and effective health-building system and for its community of skilful practitioners who are renowned for their ability and integrity.

In the UK the general public respect and accept the effectiveness of Polarity therapy and will naturally consider visiting a Polarity therapy practitioner when choosing a healthcare professional. Polarity therapy practitioners form a close-knit and vibrant community and feel assured of their professionally recognised reputation. They are renowned for their principled approach, their dedication and the quality and efficacy of the service they provide.

So what does the UKPTA referral strategy entail?

Referrals have two aspects:

- **Credibility:** It is worthy of belief or confidence.
- **Visibility:** It has the state or quality of being visible. It is perceivable to the eye.

These aspects have informed the BUSINESS PLAN FOR UKPTA 2008-2009

The UKPTA Business Plan aims to keep things simple. Our focus is on two simple principles, namely Visibility and Credibility. UKPTA will develop strategies on the following topics:

Visibility

- **Marketing**
 - **Promotion**
 - Develop UKPTA identity
 - Achieve agreement with members that a single identity for Polarity in the UK will be used ie same look and feel for all but tailored for individuals
 - Identify opportunities to raise public awareness
 - Develop links with BCMA and BCTC
 - **Advertising**

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- UKPTA Website – supporting and promoting RPPs through specific Polarity presence and resources
- UKPTA presence targeted in main internet engines and sites
- UKPTA presence targeted in key national and local publications
- Dialogue with wider health community
- PR advice and practical support

Credibility

- Key Documents in place to provide rigour in core curriculum. Nationally accepted standards for training accreditation and regulation incorporated
- Convene Counsel and clear concise communication with members
- Progress specific research opportunities
- Aware of developments
- Professional Self Regulation through the BCTC
- Solvency (fees and possible search for UKPTA sponsor)
- Shared Philosophy with BCMA (Spirit of Co-operation (not integration))
- Accreditation of training through BCMA
- Develop Strategies based on our vision and declare aims and objectives.

This Business Plan is a live and iterative document and will be reviewed at each Counsel meeting and your endorsement sought at each AGM.

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