



Balens 2018 Forum Event

Welcome

This event is being filmed



Balens 2018 Forum Event

- Housekeeping
 - Fire drills and exits
 - Toilet Facilities
 - Filming of the Event
 - Lunches – at back of room
 - Holistic Health Show - requires ticket
 - Phones



Balens 2018 Forum Event

Program

Introduction

Practitioner Survey

Refreshment Break ~ 11.15

Association Feedback

Lunch ~ 13.00 ~ 14.00

Update on Hawthorn Health Initiative

UK Health System blueprint

Refreshments ~ 15.30

Three level health monitoring

Q&A

Close ~ 17.00



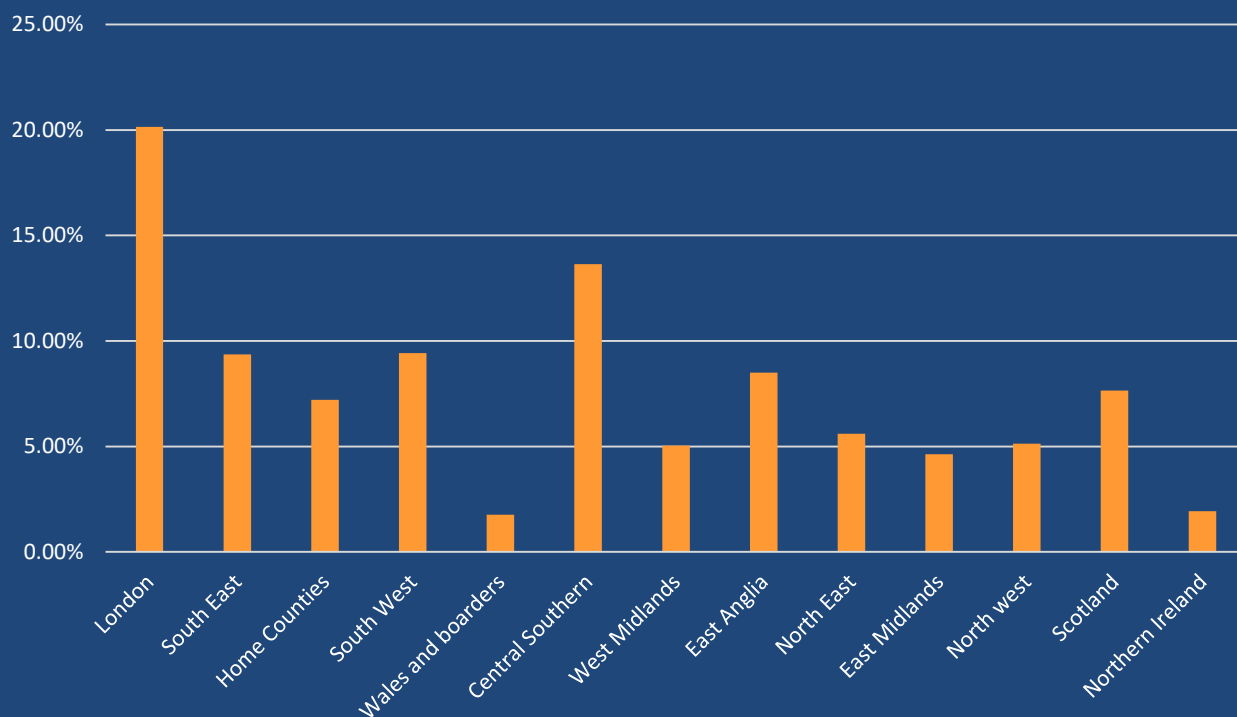
Balens Survey Results

Reviewed approximately 46,500 clients, of which approximately 5,000 were in 'unknown' locations.
Of remaining:



Balens Survey Results

Distribution of Balens Clients around UK

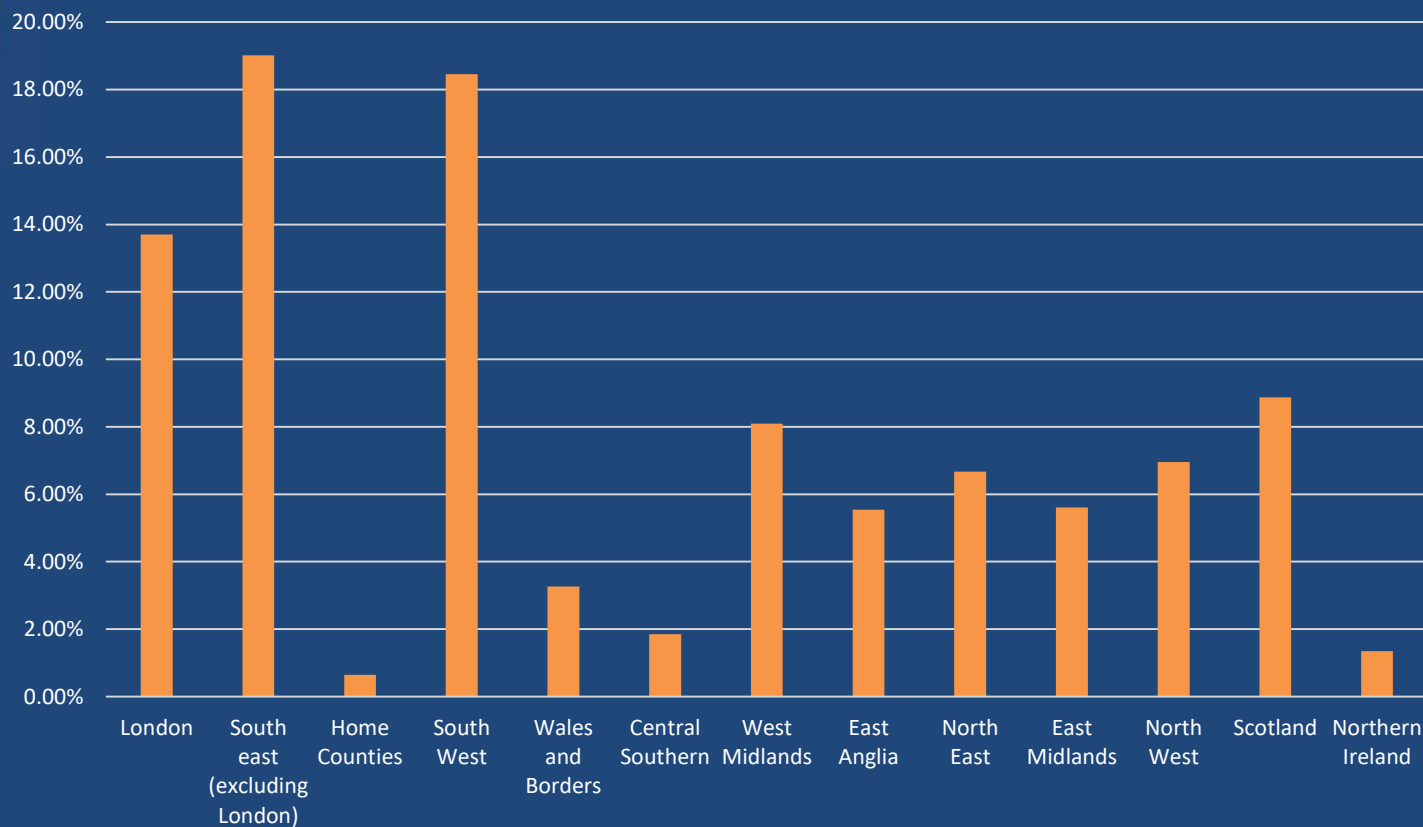


Our survey responses were slightly different:



Balens Survey Results

Distribution of Survey respondents from UK

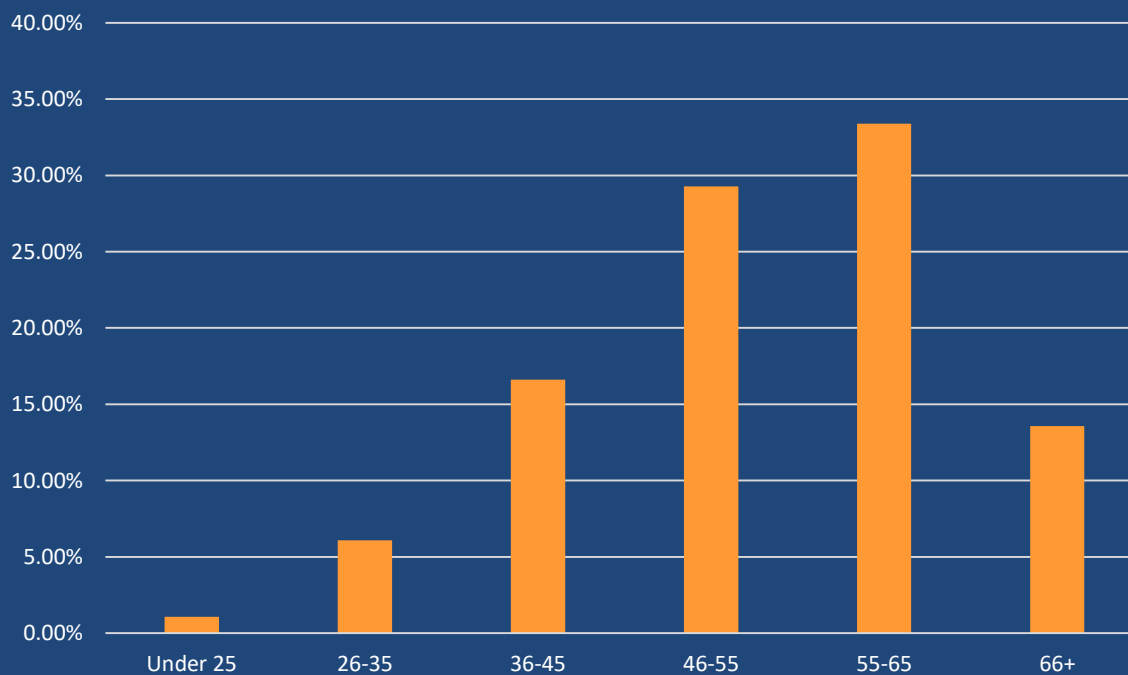




Balens Survey Results

80% of respondents who expressed gender were women, and 20% men

Age of Therapists

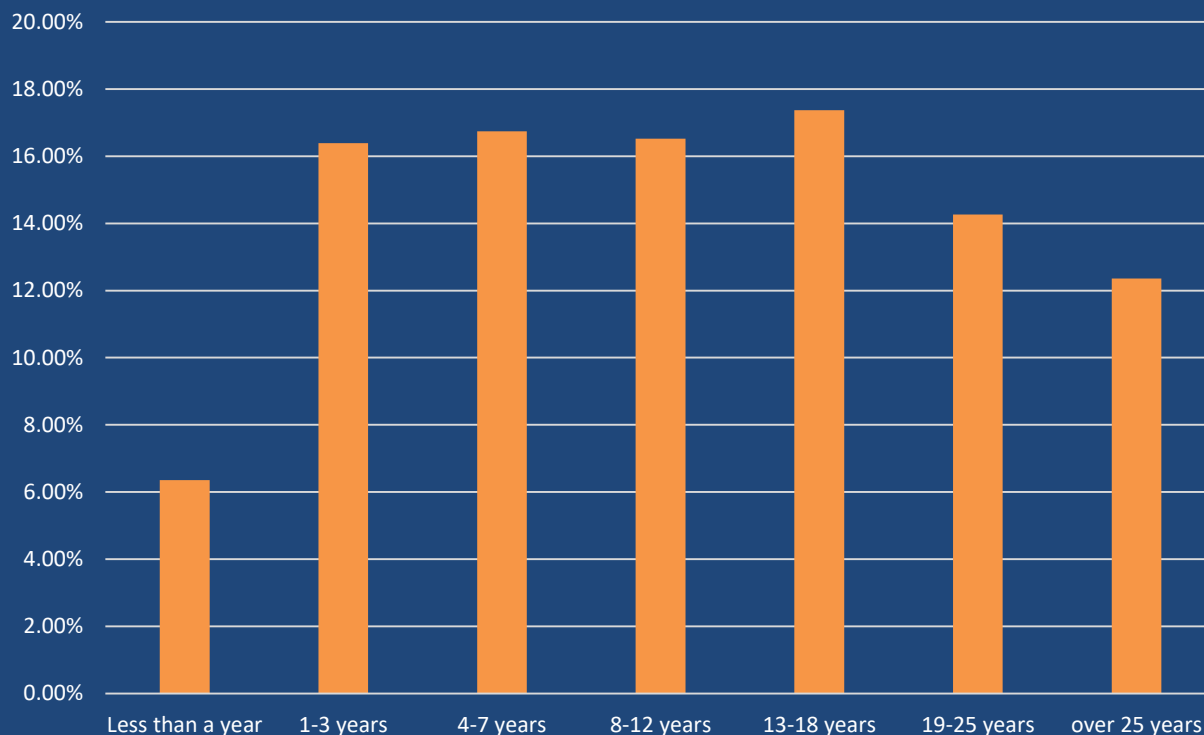




Balens Survey Results

There was a good spread of experience:

Years working in the sector





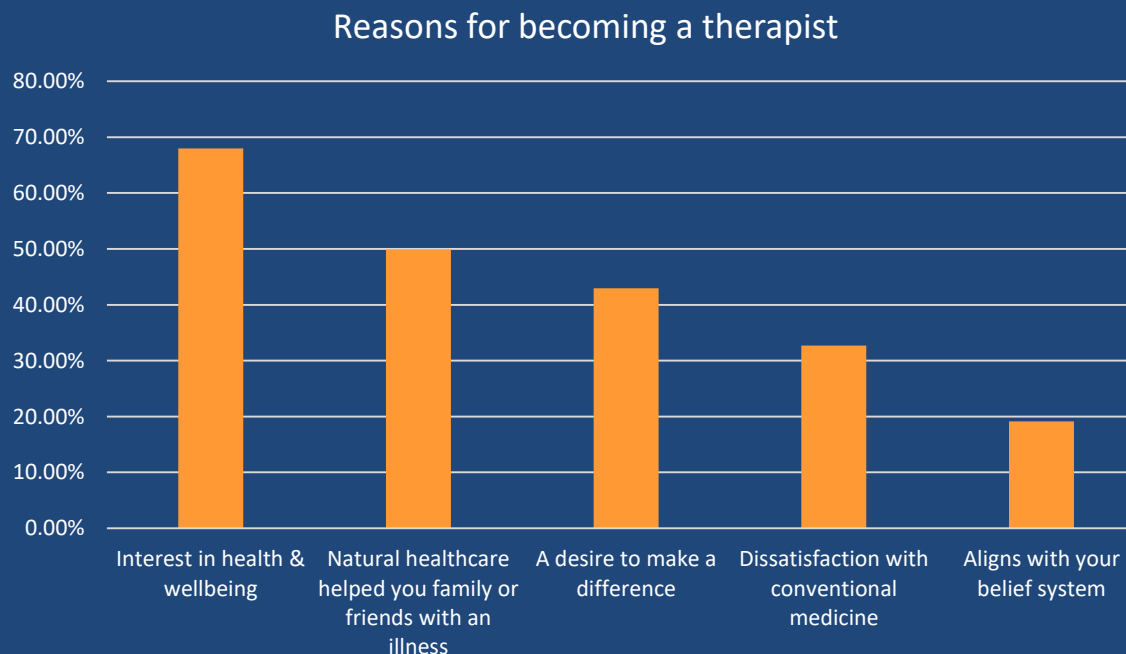
Balens Survey Results

Nearly 75% of respondents stated that being a Health and Well-being practitioner was their main profession, with just over 57% describing themselves as fully self employed



Balens Survey Results

The number one reason why they became a Therapist was an interest in Health and Well-being:





Balens Survey Results

Part time study is the most popular at nearly 63%, with only 16.5% studying full time.

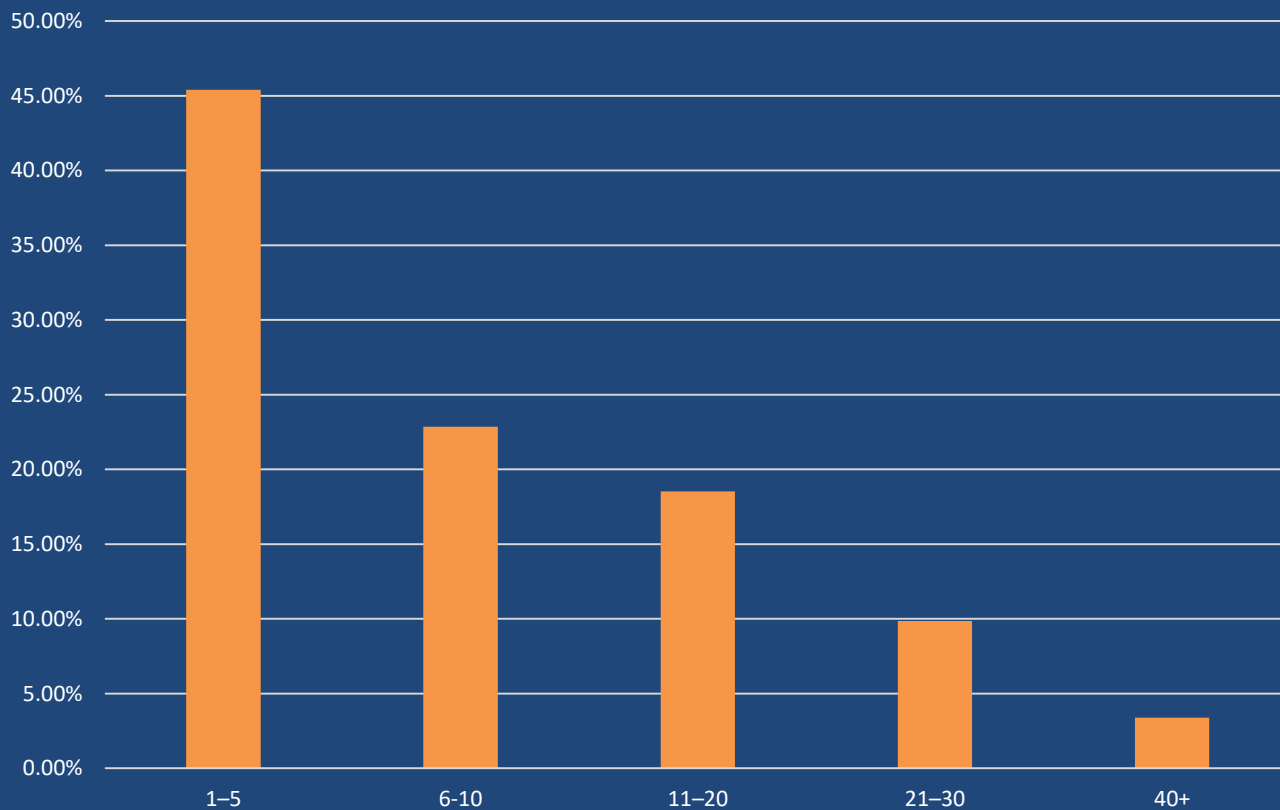
Most therapists work from home (54%), with a further 27% visiting clients in their homes.

Most are part time, with nearly 79% working less than 25 hours a week.



Balens Survey Results

Average number of treatments/sessions per week

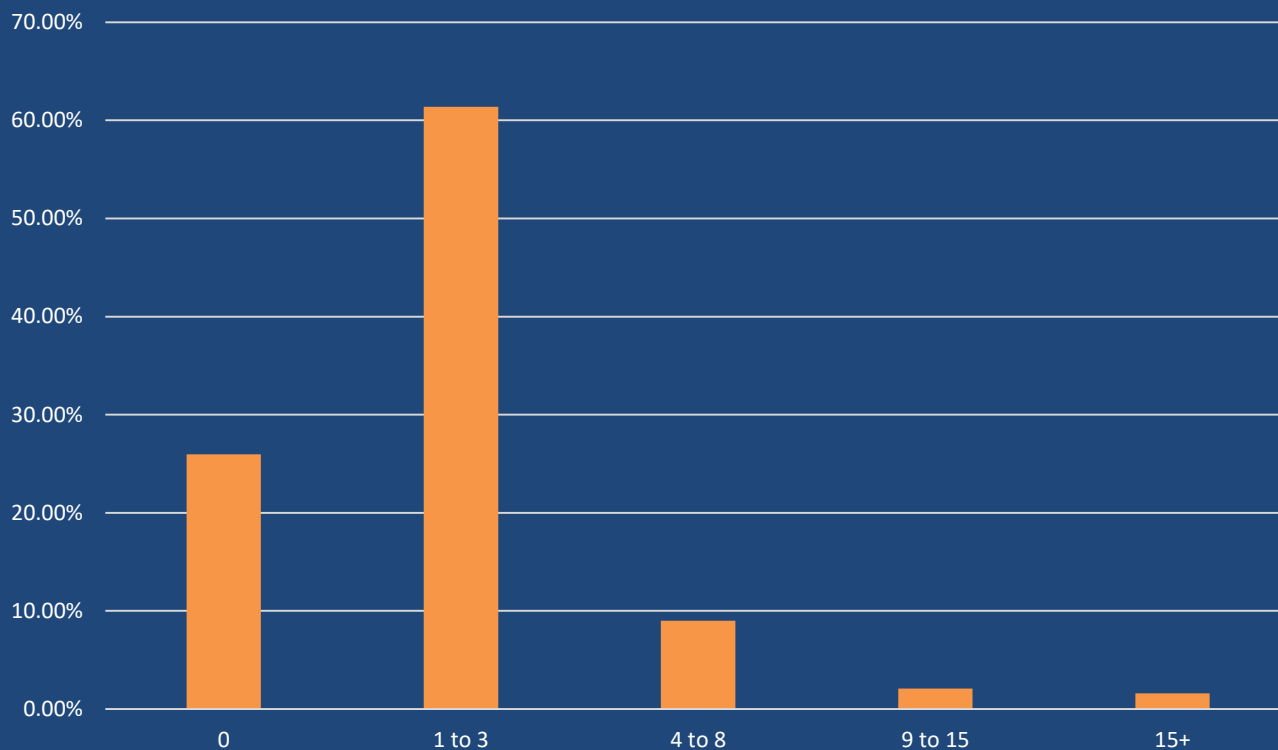




Balens Survey Results

But therapists businesses are still growing with over 60% seeing at least one new client per week and 64% noting an increase in the number of clients that approach them.

Average number of new clients per week

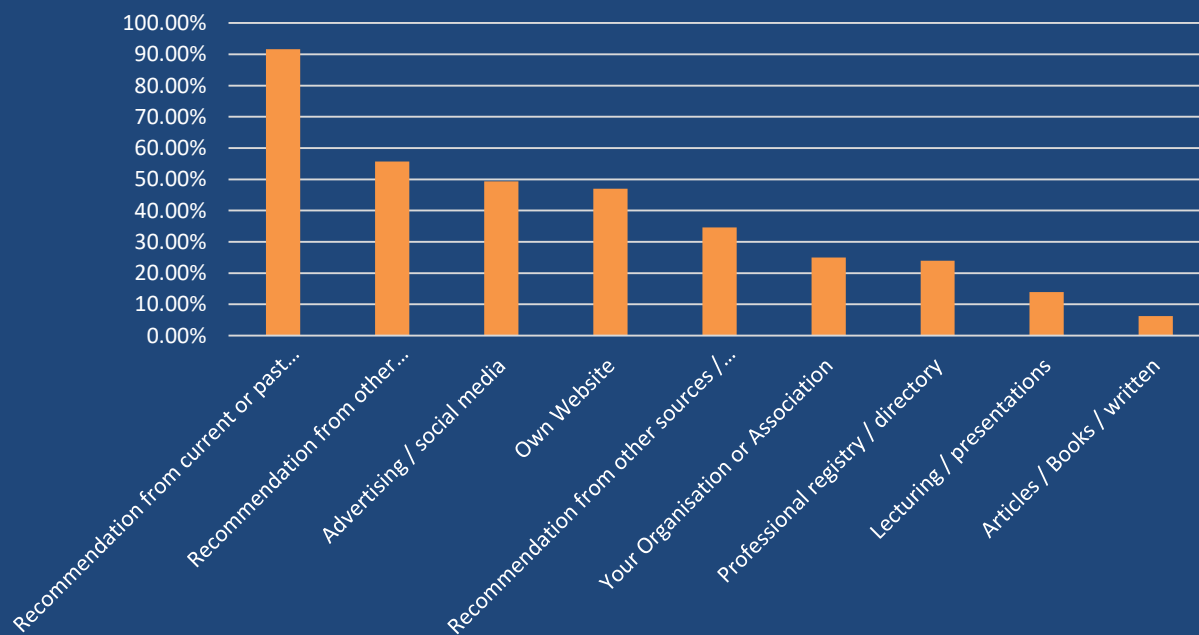




Balens Survey Results

Unsurprisingly the number one reason for a new client going to see a therapist is recommendation (nearly 92%). Over 25% are referrals from Associations

Where do clients come from?





Balens Survey Results

Typically follow up appointments are 30-60 minutes (63.5%), with nearly 60% of therapists charging between £25 - £55 for this session.

Typical cost of follow up appointment





Balens Survey Results

Whilst it is impossible to say with any degree of accuracy, if we extrapolate the number of clients with the average number of sessions they do per week, by an estimated typical income per session, our clients could be doing over 400,000 appointments per week.

Is this hidden health care?

What do we need to do to help ensure that clients continue to have choice, and the general public and politicians are more aware of the benefits?