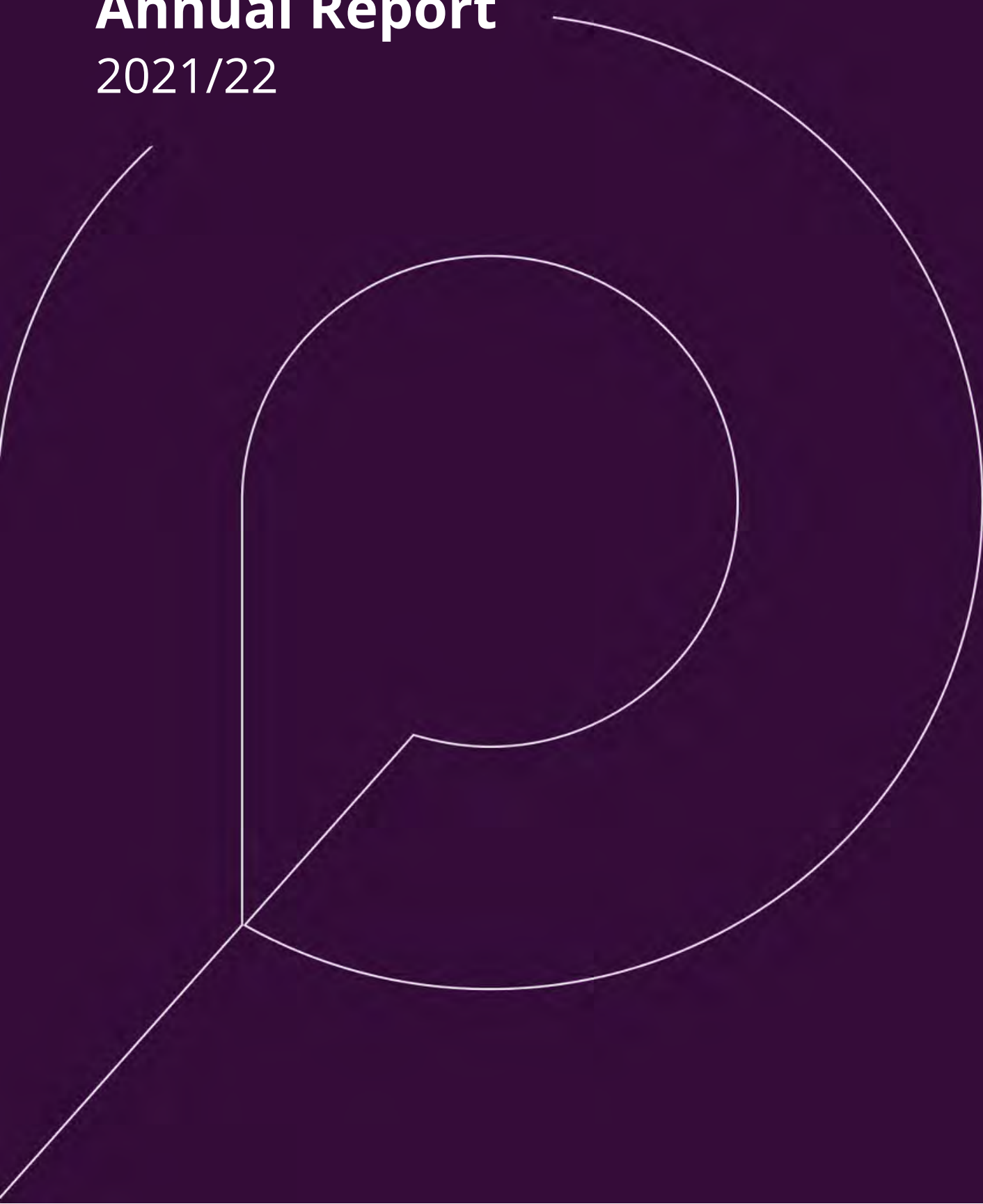




# Annual Report

2021/22



# Vision

A world where every person recognises the value of rehabilitation.

# Mission

Equitable access to rehabilitation knowledge worldwide.



# Contents

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# A year in summary

## This is Physiopedia's fourth annual report

Covering the period of June 1, 2021 through May 31, 2022.

It is always good to take the time to look back over the year and reflect on what has been accomplished. We started this year with the hope of broadening our horizons to be more inclusive of other professions in support of interprofessional care and more responsive to our patients in support of patient-centered care. As we look back, it is good to see that we achieved our goals and more! 2022 was an amazing journey where we faced new opportunities, met new people, and expanded our team to include other professionals!

Our resilient team of volunteers continues to embrace remote working and as organisations around the world are learning the skills needed to adapt, our team is already way ahead. This can be seen in all the new and updated information that is shared with the global rehabilitation community. Physiopedia is the #1 rehabilitation resource in the world and ranked in the top #30 medical websites globally! There are now over 4,500 pages of content with around 2.8 million visitors each month, representing nearly every country in the world. Collectively, they view between 5-6 million pages each month and spend an average of 4 minutes on each page.

We continue to strengthen and build our relationships with content partners. This year we welcomed three new universities whose students embraced the concept of early-career publication and mastered website editing skills to produce high quality, evidence-based content!

As COVID restrictions lifted and the world began its journey back to normal, we are learning that the long term effects of COVID mean that for some normal will not be the same as before. We continue to educate and support and as more information becomes available our team continues to update pages with new information and resources.

The pandemic also widened the gap in the availability of student clinical placements. With the shift to online education and service provision we recognised the opportunity for unique remote placement experiences. In February we welcomed two students, who had the opportunity to explore clinical conditions and scenarios, learn how to edit an online platform, and develop their clinical reasoning and critical appraisal skills. In return they produced guidelines and our first patient facing content.

With travel restrictions finally lifted we took the opportunity to visit Uganda. We were delighted to meet with professional associations, universities and clinics across Uganda and learn more about the rehabilitation and related workforce needs in low-income countries as well introduce Physiopedia to professionals and communities.

In September we held our free online course Understanding Rehabilitation as a Health Strategy. There were over 10,000 registrants from 107 countries.

We also held two volunteer orientation courses in April and November, welcoming 38 new volunteers to the team. The course attracts a wide range of people internationally, which helps us develop our understanding of global rehabilitation needs.

# Values



## Passion

We demonstrate commitment in heart and mind in all that we do.



## Altruism

We all have something to give. We are devoted to the wellbeing of others



## Excellence

We go above and beyond to exceed expectations. We pursue quality and promote leadership and growth.



## Collaboration

We respect all rehabilitation stakeholders. We believe in the power of working together to leverage collective expertise.



## Innovation

We are curious to discover. We relentlessly pursue creative solutions to improve our work and our services for our community.



## Community

We value sharing. We encourage connection and communication to strengthen positive relationships



## Impact

We are a small team with big ambitions. In everything that we do we aim to achieve compelling results.



## Integrity

Do no harm. We respectfully and ethically interact with each other and those we serve.



# Looking back, looking forward

The past year has seen the world enter into an extended period of instability and insecurity following the COVID-19 pandemic, the Russian invasion of Ukraine, and the global food and energy crises. Multiple other localised conflicts and catastrophic events have compounded this. At the same time climate change and technological innovation continue to accelerate, pushing our society towards a radically different future, as political uncertainty and change remain our constant companions.

In this age in which volatility, uncertainty, and a prolonged sense of emergency have become the new normal, the Physiopedia team have continued to demonstrate extraordinary resilience and strength. Their ability to operate as a globally distributed team to deliver quality information and resources to help physiotherapy and rehabilitation professions succeed in their studies and professional practice is astounding. Despite the many challenges, this year has also seen us finally able to resume in-person engagements worldwide.

The conflict in Ukraine has had a deep impact on us and our activities this year. As well as developing our annual MOOC, which focused on Understanding Rehabilitation as a Health Strategy we also developed a course in response to the war, that is equally as relevant to many other geographies, on Rehabilitation in Disaster and Conflict course. Both of these courses attracted over 10,000 registrants indicating a huge need and thirst for knowledge in these topics. Both courses were translated into Ukrainian. This was challenging and time sensitive work which provided an opportunity for our team to work with Ukrainian rehabilitation professionals and to make an important contribution to this ongoing crisis.

Our work with ReLAB-HS has comprehensively investigated rehabilitation workforce development challenges worldwide, and explored these issues more deeply in our focus countries Ukraine, Pakistan, Uganda and Myanmar. The results of this exploratory work validated many of our perceptions regarding the common barriers to expanding and improving the rehabilitation workforce.

In 2022 we learned of professionals using their Physiopedia experiences to influence national policy, and we came to understand that Physiopedia can be used to offer career defining experiences and optimise health where access challenges exist.

As we look forward to the coming year we will maintain resilience, we will be strong, but most of all, we will support each other to build and deliver the world's best platforms and support our users in their studies and professional development through these uncertain and challenging times.

## Rachael Lowe

Co-Founder, Trustee & Chair

Rachael qualified as a physiotherapist in 1998 with a first class degree from Sheffield Hallam University. Before turning her attention to providing technology solutions for the physiotherapy profession she successfully founded a private musculoskeletal physiotherapy service in the UK.

Now, in a voluntary capacity, Rachael oversees the day to day activities at the Physiopedia charity. She is also co-founder and CEO of Physiopedia Plus, Physiopedia's supporting online professional development platform.

A large, stylized white quotation mark icon consisting of two slanted parallel bars, positioned at the top left of the page.

**“Physiopedia has helped me understand principles and concepts I thought were too complicated to learn. It is always my go-to resource to learn more and access research...”**

~ Physiopedia user



## Kim Jackson

Physiopedia Manager

As Physiopedia Manager, Kim is responsible for ensuring the quality of the Physiopedia content and leading the volunteer team that create that content. Together they work to maintain high-quality and up-to-date rehabilitation information and make it available for all. She is committed to promoting global health through sharing rehabilitation knowledge and resources.

# From the team

As we look back on the past 12 months, it is good to see that we have achieved our goals and more! It has been an amazing journey where we faced new opportunities, met new people, and expanded our team. We started by broadening our horizons to be more inclusive of all rehabilitation professions supporting a collaborative and interprofessional approach to health care and health systems.

**June 2021** - This year started the creation of 33 pages, bringing the total number of Physiopedia content pages up to 4,058. With so many pages choosing a topic each month helps us to focus our efforts. The topic of the month (ToTM) for this month was to focus on creating and reviewing pages for the Assisted Technology Content Development Project led by Naomi O'Reilly. Our top contributor for June was Nicole Beamish and the final callout for nominations for the Physiopedia Annual awards were made.

**July 2021** - This was a very busy month with lots of exciting things happening. The site was visited by 2,451,516 people from 241 countries who viewed 6,025,659 page views. July's TOTM was Neurology, led by Aminat. We heard that Tolulope, a member of the content team, was awarded the emerging scholar award for ageing and social change, his research was based on a topic he chose during an orientation course for volunteers in March 2020. We also learned how Physiopedia is helping not only rehabilitation professionals but also our future generation, one of our volunteers shared how Physiopedia was on the suggested resource list for her son's school project on disaster management. The team also spent this month preparing for the launch of the Physiopedia free course Understanding Rehabilitation as a Health Strategy. On the website we added a link to the Rehabilitation Resource Repository, a new site that was created by Physiopedia as part of the ReLAB-HS activity and aims to make finding rehabilitation related PDF resources easier to find.

**August 2021** - All Physiopedia activity is little quieter in August due to holiday season, but that didn't stop the team from creating 36 new pages bringing the total content pages up to 4,165. We took this time to review our strategic plan and get feedback and ideas for how we can improve all that we do. This month saw the launch of a new content development project, Integrative Lifestyle Medicine, that looks at how lifestyle factors can influence health and well-being, with an emphasis on promoting lifestyle changes and healthier living through nutrition, physical activity, and disease management, many lifestyle-related diseases can be prevented. Our top contributor for August was Chelsea McLene.

**September 2021** - The annual Physiopedia massive open online course (MOOC), this year delivered in collaboration with ReLAB-HS and titled Understanding Rehabilitation as a Health Strategy, started on 13 September. Over 10,000 people registered from 107 countries. This month we sadly saw some members leave the content team, we wish them well with their future endeavours, our team is down to 44 enthusiastic volunteers. Our top contributor for August was Daphne Xuan media team.

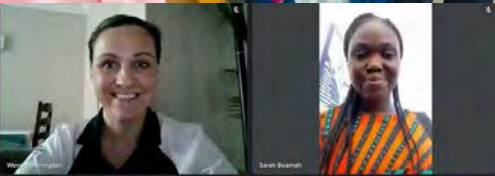
**October 2021** - TOTM for October was Paediatrics led by Olajumoke Ogunleye. We celebrated more success for Tolulope who was our top contributor for October, he made it to the dot physio newsletter and to make it a hat trick Tolulope's course was trending on Physiopedia Plus . As a team, we are making a difference, SimilarWeb ranked Physiopedia in the 30 top health & medicine websites.



# From the team



**November 2021** - Another busy month for the team. The second volunteer orientation course for the year started on 1 November. It was amazing, 90 volunteers registered and joined the course, with 30 of them completing to join the team. Whilst this was going on, the team still managed to focus on reviewing the Health and Wellbeing pages for TOTM. Thanks to the team and the volunteers on the orientation course, 83 new pages were created this month, taking the total number of content pages up to 4,282. Our top contributor for November was Lenie Jacobs from the media team.



**December 2021** - I don't know what it is about December, but we had another visit from Vatican City this year, taking the total number of countries that Google reports visiting Physiopedia to 243. As it is World AIDs day this month, the team chose to work on updating pages relating to HIV/AIDS. Our top contributor for December was Cindy John-Chu.



**January 2022** - We had visitors from Antarctica to Zimbabwe, in fact people from 241 countries searched the Physiopedia content. The Physiopedia content is forever expanding, and this month we added information from the PT Knowledge Broker Project on the Resisted Exercise Initiative. The team also chose to review pages related to communicable diseases, perfect for flu season! Our first top contributor for 2022 was Tony Lowe, one of the founding team members of Physiopedia!



**February 2022** - This was a busy month. Rachael and Tony, our co-founders, visited Uganda to meet the rehabilitation community and learn more about workforce needs. This was also the month we hosted our first remote student clinical placement. So many worries about how this would work, but it was a great success. Our students, Greg and Beth, were adaptable, enthusiastic, and knowledgeable. Their work has set us on the road to considering the development of resources for people with physical rehabilitation needs. We also met Tony Varela and the students from the Arkansas College of Health Education School of Physiotherapy, they teamed up with Physiopedia for a content development project around the topic of musculoskeletal dysfunctions. As the Olympics are taking place, our team focused on content relating to winter sports injuries. Our top contributor for this month was Amanda Ager.



**March 2022** - The team busily worked on symposium ideas for the 2023 World Physiotherapy Congress. And talking of physiotherapy, Daphne created a video on the "History of Physiotherapy". This month, for TOTM the team decided to look at pages relating to genetic disorders. Our top contributor for this month was Kate-Lynn Downey.











**April 2022** - An exciting month. We held the first volunteer orientation course of the year. This is an opportunity for the community to take part in a 3-week programme to master the editing skills needed to join the volunteer content team. It was so much fun! While the new volunteers were busy editing tutorials, the rest of the team was updating the orthopaedic trauma pages and the PT Knowledge Broker Achilles Tendinopathy Toolkit pages. We said hi to Yara, our first OT to activate an editing account on Physiopedia..

**May 2022** - Business as usual with the team reviewing women's health for TOTM. This month also saw the graduation of volunteers from the recent orientation course, we had 19 new members join the volunteer content team. And a big shout out to our top contributor, Laura Ritchie, who has been with the team since 2013.



# Physiopedia Awards 2022

Recognising outstanding contributions

Award Recipients	Award for
 Lucinda Hampton	<b>Top Contributor</b> -made the most contributions to Physiopedia content
 Vidya Acharya	<b>Physiopedia Superstar</b> – outstanding contributions by an individual
 Paul Hendrick	<b>Best Project</b> – most impactful content development project
 Shwe Shwe U Marma	<b>Social Media Impact Award</b> – most impact made through social media
 Charlotte Bijkerk	<b>Physioplus Superstar</b> – individual has who collected the most Physioplus points
 Claire Knott	<b>Physiospot Superstar</b> – individual with the most posts and contributions on Physiospot
 Jacquie Kieck	<b>Outstanding Leadership</b> – the individual that demonstrates great leadership as any part of the Physiopedia project
 Joyce Murenzi	<b>Physiotherapy Impact Award</b> – the contribution that has made the greatest impact on physiotherapy practice
 Lucy Aird	<b>Innovation Award</b> – most forward thinking and creative contributions
 Darren Brown	<b>Global Impact Award</b> – the contribution that has made the greatest impact on the global profession
 Amanda Ager	<b>Special Award</b> – for overall contributions and nominations made across all categories



**There is no access to  
physiotherapy where I  
live. Physiopedia  
helped me find a way  
back to fitness  
following my leg injury.**

~ Member of the health seeking public



# What we do

## Making meaningful impact for the global rehabilitation community

In order to satisfy its mission, the strategic plan highlights 6 key strategies that guide our activities:

### **Gather the sum of all physical rehabilitation knowledge and make this freely available to all.**

The Physiopedia website currently has over 4,000 pages of evidence-based useful and practical health related content that continues to be made freely available to everyone where ever they may be in the world.

### **Reach and involve rehabilitation professionals throughout the world.**

As an open access online platform Physiopedia does not make any restrictions on who can visit the website. In this past year over 30,000,000 people from every country in the world visited the Physiopedia website.

### **Foster international collaboration to empower the global physiotherapy profession.**

We collaborated with five universities and one member organisation to collaboratively develop new and update existing content on the website, helping us to maintain and evolve the content of the Physiopedia knowledge resource.

### **Lead in providing educational opportunities to rehabilitation professionals throughout the world.**

Through our collaborations with universities and member organisations Physiopedia provided a platform that could easily be integrated into new and existing innovative education and training initiatives.

### **Improve health care and therefore make a positive contribution to global health.**

As a nimble organisation Physiopedia has been able to quickly respond to world events, such as the war in Ukraine, with resources that contribute to knowledge acquisition and translation of that knowledge into improved health care provision.

### **Promote the profession to the wider health care community and the public globally.**

As the result of a solid communications strategy, this year there has been an increase in website visitors that are not physiotherapists. This promotes the value of physical rehabilitation to others, including other health care professionals and the public.

# Who we do it with

## Making meaningful partnerships to positively impact global health

**Physiopedia values, respects and encourages collaborative activities that contribute towards global health.**



**USAID**  
FROM THE AMERICAN PEOPLE

### **Integrating rehabilitation into health systems with John Hopkins University, University of Melbourne, Humanity and Inclusion, Momentum Wheels for Humanity and Miracle Feet.**

As a key partner in the Learning, Acting and Building for Rehabilitation in Health Systems Consortium (ReLAB-HS) Physiopedia continues work to contribute towards integrating rehabilitation into health systems in Burma, Pakistan, Uganda and Ukraine. This activity seeks to co-design and implement innovative, comprehensive, cost-effective interventions that strengthen health systems for provision of rehabilitation across all levels of care.

The five-year program is working in a number of low- and middle income countries affected by conflict, with varying levels of rehabilitation needs and infrastructure. ReLAB-HS presents a genuine opportunity to provide real improvements in the quality of life, functionality and independence for many people through simple interventions at all levels of care to highlight the benefit of rehabilitation further in all health care settings. Physiopedia's role as part of the ReLAB-HS consortium is focused on developing workforce capacity.

The ReLAB-HS workforce development activities seek to cost and time efficiently train more rehabilitation professionals and elevate standards of rehabilitation practice around the world. In order to build upon the many examples of rehabilitation workforce development already taking place around the world our activities are centred on coordination with all relevant stakeholders to share knowledge, practices, and resources via a suite of digital platforms that will offer online teaching, learning, mentoring and networking. These platforms will be innovative, accessible and inclusive to allow adoption by all rehabilitation professionals.

Tools and resources to facilitate the practicalities of workforce development will be created. This will include the development of an internationally relevant rehabilitation education and training toolkit that can be adopted by stakeholders and adapted to their particular profession and/or geographical and economic context. Online accredited courses will be created in collaboration with international topic specialists and made available for any stakeholder to integrate into their own teaching activities. Resources and support will be made available to facilitate the uptake of the toolkit by clinics and educators through the effective use of hybrid learning as an economically efficient workforce development strategy.

# Global Broadcast

→ In the 2021/22 financial year between 1 June 2021 and 31 May 2022 Physiopedia received:

**68,218,276**  
page views

**30,789,855**  
users, from  
every country  
in the world.



## Top ten visiting countries were:

United States, India, United Kingdom, Australia, Canada, Philippines, Pakistan, Malaysia, South Africa and Ireland.

## Provided courses in response to the Ukraine Conflict

In response to the conflict in Ukraine, assisted in the WHO coordinated rehabilitation response. We also developed a course on Rehabilitation in Disaster and Conflict and made it available in both English and Ukrainian. This course will remain free for everyone in Ukraine.

## Over 10,000 people registered for the free MOOC

This year our massive open online course was Understanding Rehabilitation as a Health Strategy. Over 10,000 people registered, from 107 countries.

## Visit to Uganda

A fact finding visit to Uganda to learn more about the rehabilitation and related workforce needs in low-income countries

# Governance

Physiopedia is registered with the Charity Commission (registration number 1173185) and complies with the Charities Act 2011. The objects of the charity are, for the public benefit, to improve health globally by advancing education in relation to physiotherapy and improving access to physiotherapy knowledge.

Under UK law, the Physiopedia Charity is subject to the companies acts 1985 to 2006 and operates as a company limited by guarantee and not having share capital. It is bound by the articles of association last amended in 2017.

The Physiopedia Trustees have responsibility for the control and direction of the affairs of the charity. The Trustees are supported in their governance function by the Advisory Council. The Trustees and Advisory Council receive no remuneration for their duties.

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## Advisory Council

We have a panel of respected professionals on whose knowledge and experience we draw to further the objects of Physiopedia.

### Barbara Rau

Head of International Relation at Haute Ecole de Sante de Geneve.

### Sue Eitel

Rehabilitation consultant at Eitel Global.

### Nancy Kelly

Founder and Executive Director of Health Volunteers Overseas

### Tim Wright

Lawyer and Partner at Fladgate

### Michael Rowe

Associate Professor in the Department of Physiotherapy at the University of the Western Cape.

### Pree Kolari

Pree is a cross-functional design leader

# Trustees

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**Antony Lowe**  
MEng, PhD

Tony has worked as an e-learning consultant for nearly 20 years, he now specialises in health and is cofounder of Physiopedia.



**Brenda Myers**  
BSc, MHSA

Brenda served as the Secretary General of the WCPT from 1995- 2016. Prior to this she was Executive Director of the Canadian Physiotherapy Association.



**Elaine Lonnemann**  
DPT, OCS, MTC, FAAOMPT

Elaine is programme director at the University of St. Augustine in the USA and currently serves as President of AAOMPT.



**Rachael Lowe**  
BSc Hons

Rachael is a physiotherapist and technology specialist, she is cofounder of Physiopedia.



# Contributors

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## Strategic Partners

Humanity & Inclusion  
The International Committee of the Red Cross  
World Physiotherapy  
Health Volunteers Overseas  
Clinically Relevant Technologies  
Primal Pictures

## Content Partners

Queens University  
University of Nottingham  
University of British Columbia  
Arkansas Colleges of Health Education  
Northumbria University  
Environmental Physiotherapy Association  
The University of Waterloo

## Volunteers

Abbey Wright  
Abdumaleek Kehinde Fatola  
Ajeyalemi Simisola  
Aminat Abolade  
Angeliki Chorti  
Anna Fuhrmann  
Areeba Raja  
Arnold D'Souza  
Ashmita Patrao  
Audrey Brown  
Blanca Fernandez Burgos  
Blessed Vhudzijena  
Candace Goh Xiao Huey  
Charles Senay  
Chelsea McLene  
Chloe Waller  
Chrysolite Jyothi Kommu  
Cindy John-Chu  
Erika Rodrigues  
Essam Ahmed  
Franca Ebomah  
Grace Barla  
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Heba El saeid

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Kapil Narale  
Katherine McBeth  
Khloud Shreif  
Laura Ritchie  
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Lauren Lopez  
Lilian Ashraf  
Liliane Kirenga  
Lucinda Hampton  
Manisha Shrestha  
Matt Huey  
Muskan Rastogi  
Nehal Khater  
Niha Mulla  
Nikhil Benhur Abburi  
Nupur Shah  
Oladayo Babalola  
Olajumoke Ogunleye  
Oluwabunmi Akinagbe  
Oyemi Sillo

## Platform Partners

SimpleSet

Patti Cavaleri  
Peter Zatezalo  
Puja Gaikwad  
Redisha Jakibanjaar  
Rhiannon Clement  
Riccardo Ugrin  
Rishika Babburu  
Roberto Monfermoso  
Rochelle Dsouza  
Rosie Swift  
Rucha Gadgil  
Sai Kripa  
Shaimaa Eldib  
Shoko Otsuka  
Shreya Pavaskar  
Shristi Maharjan  
Sonal Joshi  
Stacy Zousmer  
Stefano Berrone  
Sukhi Dhaliwal  
Surinder Singh  
Tolulope Adeniji  
Uchechukwu Chukwuemeka  
Vidya Acharya  
Wendy Walker

# Thank you!

To everyone that contributed  
to Physiopedia in 2021/22



**Never doubt that a small  
group of thoughtful,  
committed citizens can  
change the world;  
indeed, it is the only  
thing that ever has.**

~ Margaret Mead

# Finance Report

This statement of contributions and expenses relates to the year ending 31 May 2022.

	Year end 31 May 2022 - £	Year end 31 May 2021 - £
<b>Income</b>		
Grant Income	4,760	8,124
Online courses	-	2,500
Marketing services	5,000	5,000
Donations - public	702	3,581
Donations - Physioplus	106,780	38,580
Sales	-	-
Sponsorship	-	-
<b>Total income</b>	<b>117,242</b>	<b>57,785</b>
<b>Expenses</b>		
Travel and subsistence	-	-
Support and administration costs	28,480	38,680
Computer software and consumables	10,053	6,690
Advertising and marketing costs	-	-
Website costs	833	6,677
Professional fees	1,465	1,013
Subscriptions	35	35
Bank charges	93	62
Insurance	437	437
Other office costs	5	1,800
Exhibitions	-	200
<b>Total expenses</b>	<b>41,401</b>	<b>55,594</b>
<b>Surplus for the year</b>	<b>75,841</b>	<b>2,191</b>

## £75,841

### For the future

Surplus funds will be used in the next financial year to forward the Physiopedia mission.

There will be a focus on maintaining a sustainable editorial team to manage the content on the Physiopedia website. Our flagship knowledge resource will continue to provide high quality information for the professional development of physiotherapists all over the world.

There will continue to be a focus on developing new partnerships with universities, clinics and professional organisations. We will create professional development opportunities for their students, staff and members.

Having evidenced the ability to be nimble we will continue to respond to world events that require fast development of physiotherapy knowledge and skills. The free and open online course in late 2022 will be on understanding of rehabilitation for displaced persons.

#### Notes

General: Physiopedia is a charitable company limited by guarantee and is incorporated in United Kingdom (registration number 08530802). The registered office address is 10 Queen St Place, London, EC4R 1BE.

Public benefit entity: The charitable company meets the definition of a public benefit entity under FRS 102.

Going concern: The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

Personnel: As at 31 May 2022, the Charity had no staff members employed. The Trustees receive no remuneration for their duties. Expenses can be reimbursed.

Related Parties: Rachael Lowe and Antony Lowe are directors and shareholders of Physiopedia Plus Ltd, which provides support services to Physiopedia free of charge. The cost of these services, where quantifiable, is included in the accounts both as costs and as a donation. The directors of Physiopedia Plus Ltd also devote a substantial part of their time to the activities of the charity entirely on a voluntary basis. The value of these services has not been quantified.