



PHYSIOPEDIA

**ANNUAL
REPORT
2020/21**

VISION

A WORLD WHERE
EVERY PERSON
RECOGNISES
THE VALUE OF
PHYSIOTHERAPY

MISSION

EQUITABLE ACCESS
TO PHYSIOTHERAPY
KNOWLEDGE
WORLDWIDE

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A YEAR IN SUMMARY

This is Physiopedia's fourth annual report and covers the period of June 1, 2020 through May 31, 2021.

As the most widely used physiotherapy resource in the world, ranked #54 medical website globally, Physiopedia is a gift from the physiotherapy community to all health care professionals and the health seeking public. Our resilient team of volunteers have continued to highly function as remote team and the production of new and updated information on has largely been unaffected by the continuing pandemic. There are now 4,000 pages of content and currently around 1.8 million individuals, representing nearly every country in the world, use Physiopedia every month. Collectively they view between 4-5 million pages each month and spend an average of 2 minutes on each page they view.

As the global COVID-19 pandemic continues through 2021 Physiopedia is utilising it's new found agility to respond to emerging challenges around the world. The COVID-19 educational resources that were developed in quick response to the start of the pandemic were continually updated as new evidence emerged. We teamed up with researchers and topic specialists to provide multiple free courses relating to maintaining health and wellbeing during the pandemic and on the clinical management of long covid.

Collaborations are a strong part of the Physiopedia ethos and the past year has been no exception. Partnerships keep our work current and appropriate and we continue to strategically consult with like minded international organisations such as the World Health Organisation, International Committee of the Red Cross, Humanity & Inclusion and Health Volunteers Overseas. In September 2020 Physiopedia, in collaboration with Physiopedia Plus our related professional development company, was successfully awarded a USAID grant for the Learning Acting Building for Rehabilitation in Health Systems (ReLAB-HS) project to integrate rehabilitation into health systems with consortium partners John Hopkins University, University of Melbourne, Humanity and Inclusion, Miracle Feet, and Momentum Wheels for Humanity. The five year grant will provide an opportunity to significantly upscale and specifically contribute to workforce development activities globally, in particular in low resource settings and countries affected by conflict.

Respecting the pandemic situation, international meetings and travel were again put on hold. For the Physiopedia team who are very accustomed to being online the adoption of technology that facilitates remote working by organisations world wide presented a greater opportunity for collaboration and many deeper working relationships evolved. We have continued to support organisations worldwide, including universities, service providers and member organisations, to supplement their existing education and training activities.

For a team that is distributed all over the world meeting in person once a year is highly valued. With the absence of in-person meetings for the second year in a row this has posed a challenge. We have had to learn to deeply understand how working and relationships are challenged by the persistent virtual nature of working and we commend the team for staying motivated, being understanding and staying kind. You are a shining example for the rest of the world in these terribly difficult times.

“ Physiopedia's long covid page has plenty of resources to help long covid sufferers get in touch with support to help them with their hard times.

~ anonymous Physiopedia user

VALUES

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

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



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



Altruism - We all have something to give. We are devoted to the well-being of others.

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

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



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

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

LOOKING BACK, LOOKING FORWARD



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 Physioplus, Physiopedia's supporting online professional development platform.

In 2021 we are learning to live with COVID-19, everything and everyone is having to adapt. Families and friendships have been challenged to find new ways to connect and working environments have had to create strong confident systems, while health care systems have been challenged to the core and our profession has united to provide responsive physiotherapy services.

On top of all of this the world is evolving at an exponential pace. Civilians have travelled to space, crypto has become the new language of money, and influencers have invaded our lives. Political roller coasters make us queasy, conflicts old and new cause deep wounds, and the environment is being challenged by nature's increasingly catastrophic events.

Resilience is not just the ability to bounce back, but also the capacity to adapt in the face of challenging circumstances, whilst maintaining a stable mental wellbeing. Not only has this been important to the Physiopedia team but also for providing a trusted knowledge resource for our users. Through the good, the bad and the ugly Physiopedia has become a reliable presence.

We continue to be humbled by the role that Physiopedia plays in elevating knowledge for a wide range of other health care professionals plus the general health seeking public. Our altruistic global community of volunteers do an incredible job of creating new and updating existing content. Not only does this maintain a great educational resource for physiotherapists and an amazing advocacy tool for our profession, it is also being used in the education of others.

We hear more and more that Physiopedia is being used to support patient education in clinics and hospitals worldwide. Clinicians are directly sharing articles with patients to educate them about their condition, clinics are asking staff to download the app to share articles with patients via their mobile devices and injured individuals in remote places where there is no access to physiotherapy care are using Physiopedia for their own rehabilitation.

Physiopedia values itself on being a responsive and inclusive organisation. This has never been more important in a world that has gone online. We aim to continually respond to evolving events, opportunities and innovations to benefit our profession, keeping the global profession informed and, where they wish, involved in all that we do as a global community. Now more than ever, we advocate for inclusion, understanding and kindness, whatever this new challenging remote world exposes.

“ I was surprised and delighted to see my son's school recommend the disaster management article on Physiopedia as a resource for my son's school project.

~ Vidya Acharya, Physiopedia volunteer

“ 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 on the global physiotherapy community

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

Gather the sum of all physiotherapy 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 every physiotherapist in the world.

As an open access online platform Physiopedia does not make any restrictions on who can visit the website. We had visits from every country in the world, including the Vatican! Whether this was related to the Pope's low back pain we do not know?

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 physiotherapists throughout the world.

Through our collaborations with universities and member organisations Physiopedia provided a platform for innovative educational initiatives and professional development opportunities for physiotherapists globally.

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 ongoing global pandemic and the devastating blast in Lebanon, with resources that contribute to knowledge acquisition and translation 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 the physiotherapy profession to others, including other health care professionals and the public.

WHO WE DO IT WITH

Making meaningful partnerships to impact on global health

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

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

In September 2020 Physiopedia was successful in receiving a grant from United States Agency for International Development (USAID) along with five other consortium partners to integrate rehabilitation into health systems. The Learning, Acting and Building for Rehabilitation in Health Systems Consortium (ReLAB-HS) is a global project that will support the development of health systems that are responsive to the growing needs for rehabilitation within populations. It 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 will work globally and initially concentrate on 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 the primary care level, and the use of technology to bring rehabilitation further into community settings.

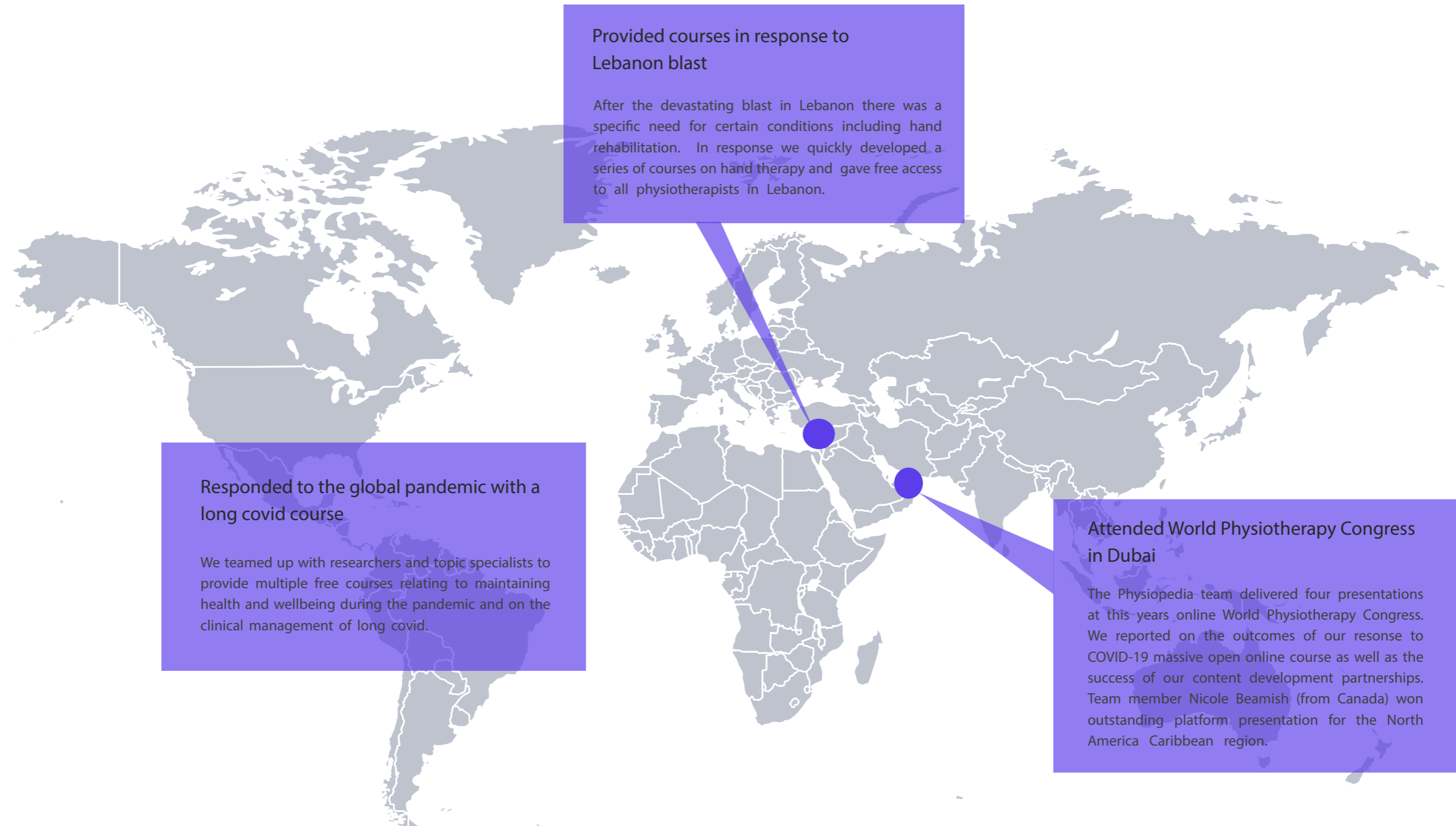
Alongside Physiopedia Plus Ltd, Physiopedia's role as part of the ReLAB-HS consortium is focused on developing workforce capacity. The ReLAB-HS workforce development activities seek to cost and time efficiently train more rehabilitation professionals and elevate standards of rehabilitation practice around 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. Through their integration with all other ReLAB-HS digital activities, including telerehabilitation and knowledge management, this will create a central digital hub for the global rehabilitation profession.

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 blended learning as an economically efficient workforce development strategy.

GLOBAL BROADCAST

In the 2020/21 financial year between 1 June 2020 and 31 May 2021 Physiopedia received 67,971,851 page views by 27,183,195 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.



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.

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.

TRUSTEES



Antony Lowe
MEng, PhD

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



Hilary Weatherstone
LLB Hons

Hilary has worked in the finance sector in London for over 20 years, she is an investment director in growth finance at Beringa.



Rachael Lowe
BSc Hons

Rachael is a physiotherapist and technology specialist, she is co-founder of Physiopedia.

CONTRIBUTORS

Content Partners

Environmental Physiotherapy Association
Queens University
University of Nottingham
Northumbria University
The University of Waterloo
University of British Columbia

Strategic Partners

Humanity & Inclusion
The International Committee of the Red Cross
World Confederation of Physical Therapy
Health Volunteers Overseas
Clinically Relevant

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THANK YOU!

TO EVERYONE THAT CONTRIBUTED TO PHYSIOPEDIA IN 2020/210

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 2020.

	Year end 31 May 2021	Year end 31 May 2020
	£	£
Income		
Grant income	8,124	7,919
Online courses	2,500	2,500
Marketing services	5,000	5,873
Donations - public	3,581	4,846
Donations - Physioplus	38,580	28,705
Sales	-	64
Sponsorship	-	5,000
Total income	57,785	54,907
Expenses		
Travel and subsistence	-	972
Support and administration costs	38,680	46,250
Computer software and consumables	6,690	6,413
Advertising and marketing costs	-	2,924
Website costs	6,677	-
Professional fees	1,013	900
Subscriptions	35	40
Bank charges	62	53
Insurance	437	437
Printing, postage, stationary	1,800	-
Exhibitions	200	453
Total expenses	55,594	58,442
Surplus for the year	2,191	(3,535)

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 2021, 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.

£2,191

FOR THE FUTURE

The small surplus of 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 2021 will contribute towards an understanding of rehabilitation for displaced persons.

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