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Executive Summary

The purpose of the report is to investigate in detail AHEAD Physiotherapy current situation, understand its goals and plans as well as the current quality issues faced. Later in the paper is to offer appropriate frameworks to solve the problems and recommendations to make the situation better. The process of investigation entails familiarizing with the background of the firm, evaluating the current quality practices, quality issues to improve the current situation, elaborating on the recommendable frameworks to improve quality performance and give recommendations on the same. Notably, it has been evident that the firm faces problems to do with health system evolution and meeting high consumer demands among other challenges. Fortunately, to solve the existing challenges AHEAD Physiotherapy needs to initiate thorough training of practitioners and increase their experience hours from existing 15000 to a higher figure for improved quality service delivery.

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Ahead Physiotherapy

Introduction and Background

AHEAD Physiotherapy is well known to offer high quality and evidence-based physiotherapy services to all its clients. One common aspect of AHEAD Physiotherapy is that they help different clients achieve their dreams such as the athletes among others. Their treatments are mainly based on the evidence presented and hence they must keep up with the latest technology in research which in turn makes their profession grow in the industry.

One of the stakeholders of the AHEAD Physiotherapy is the Bupa Members First Network. The members of the organization get to receive additional value as well as get higher set benefits. Additionally, being one of the stakeholders they tend to enjoy certainty through the well-known out of pockets expenses. The other stakeholders to the AHEAD Physiotherapy are the HCF. Having a collaboration between the two helps AHEAD Physiotherapy to provide high-quality muscles program (Aheadphysiotherapy.com, 2020). In turn, the members of HCF get a full covered initial cost consultation each year. With these two stakeholders in place help the AHEAD Physiotherapy to offer high-quality services and keep the pace with the existing competitors in the market.

The AHEAD Physiotherapy consists of various activities being carried out in the organization every day. This ranges from the broad range of services offered to their long term as well as new clients who visit the organization. Some of the primary activities that take place in the firm include lowering back pain, treatment of jaw pain, headaches, neck pain and migraines, new injuries, pre and post-surgery, attending to whiplash disorders and overuse injuries. Information released by the world health organization has revealed that the aforementioned

primary activities that take place in AHEAD Physiotherapy had helped the firm garner a considerable market share in the health sector.

Observing the culture, values and goals of AHEAD Physiotherapy, it is clear that the three stands out making the organization be recognized in Currimundi, Queensland but also beyond. The culture of the organization is to offer high-quality, evidence-based services. This means that before any medical practitioner in the firm offers any service to their client, they have to research intensively using the latest technology to distinguish whether it is the best service available. When this is combined with the extensive experience the medical practitioners at the facility have of over 15,000 hours in the physiotherapy consultations arena, it tends to strengthen the culture of offering high services to another level (Aheadphysiotherapy.com, 2020). On the other hand, value and goal of the organization are to ensure that they help the clients passionately reach their goals irrespective of whether they are running in a marathon or simply they are suffering from any other ailment which tends to cause pain. Additionally, quality in AHEAD Physiotherapy is never compromised as it is what keeps the organization going. The organization ensures that all its employees are highly trained, attend to the needs of the clients and always keep up with the latest technology. With this in place, it has enabled the organization to do well in the healthcare sector and more so in Currimundi, Queensland and its surroundings.

Critical and Holistic View

Quality practice is evident in the organization 4 step treatment process. The process entails 4 main steps that have to be followed when attending to a client to ensure that they get the best services ever (Australian Physiotherapy Association, 2011). The first step in the treatment process which forms one of the current quality practices in the organization is the accurate assessment and diagnosis. At this juncture, the medical practitioners ensure that they get to

assess the medical conditions of the patient to get the most accurate diagnosis. Secondly, planning for the recovery follows which mainly relies on the diagnosis being executed. Having done an accurate diagnosis helps to take the right steps in helping the client recover from any disease they are ailing from. In the third step, the treatment comes in which is often tailored to the existing patient condition to progress the health condition of the clients. Lastly, there is an aspect of planning entailing making the client better than how they were when they visited the facility.

One of the current problems faced by AHEAD Physiotherapy is higher consumer demand (Varonen, 2020). Having provided quality services in the past few years, many people have come to know the facility and thus new clients visit the facility every day. This in turn translates to higher demand for quality services. Notably, this has been a problem for quite some time since the organization has to keep up with the competitors in the physiotherapy arena.

The other problem faced in the organization is the evolution of health systems. Even though the members of the facility try at all times to be familiarized with the current technology in place, there still comes a time when the evolution is at a much higher pace than them (Martin et al., 2019). This in turn translates to a greater problem when treating chronic diseases as well as dealing with the increasing rates of ailments.

At the same time AHEAD Physiotherapy trying to keep up with the demands in the physiotherapy sector, there comes the problem of navigating online marketing (Ind & Schmidt, 2019). Remember online marketing for any business must be in place since nowadays people request services even from their homes or workplaces. For that reason, every business out there including those in the healthcare field, for instance, the AHEAD Physiotherapy has to keep up

with the pace. Unfortunately, with the cost that comes with online marketing comes out as a challenge to the organization.

Critical Analysis

Nevertheless, there still exists some hope for the AHEAD Physiotherapy to improve on its business system and embed its quality design for greater advantage and improve its performance success. One of the quality issues they need to take into consideration is adoption of technology as soon as it emerges in the market. This will help the organization staff to offer the best services to their clients and hence not compromising quality (Greenhalgh et al., 2017). As a result, more and more clients will tend to request services from the facility as well as retain the existing clients in case of future health needs as the firm has already adopted the current health systems. On the other hand, to meet the consumer needs the AHEAD Physiotherapy has to come up with therapeutic alliances and well as a service-based culture to guarantee that they provide quality services at all times (Danny McMillian & Jennifer Hastings, 2018).

Creative Reflection

The framework of domains of quality interventions can be used to justify that the quality issues identified above are very important (Jolliffe et al., 2019). With the increased consumer demand, the AHEAD Physiotherapy can mandate that they keep up with the latest model of care which will help them offer quality services and meet the needs of the clients. Again, with the evolution of health systems, the aspect of leadership and expanding the organization capacity can help AHEAD Physiotherapy to adopt the latest technology with ease at the same time adhere to the existing regulations and standards. Adopting the latest technology as soon as it arises makes

the services offered by the facility to be evidence-based and informed hence accomplishing the intended recovery goals of the organization. Secondly, a conceptual framework for quality of care which pertains empathy, effectiveness, efficiency and environment can be put in place to help solve the challenge of online marketing in AHEAD Physiotherapy by ascertaining that the clients get best of services whenever they need them at wherever they are located without any hindrance or interfering with the quality (Williams, 2017). With this in place, it helps the organization to have a considerable market share as well as compete with other physiotherapy offering organizations on healthy grounds.

Conclusion

Having discussed in detail the current situation of AHEAD Physiotherapy, it is clear that the facility has done considerably well in offering physiotherapy services in both Currimundi, Queensland and beyond. Mainly its goals of offering evidence-based services help the organization to keep up with competition in the health sector. Notably, the 4 step treatment process makes the facility give the clients the best services at the moment. Unfortunately, AHEAD Physiotherapy faces quality issues problems such as high consumer demands as well as evolution of health systems. With adoption of latest technology, they can be able to solve some of the quality issues that are encountered during their day-to-day operations. This can be done through use of a framework of domains of quality interventions and a conceptual framework for quality of care.

Recommendations

One of the recommendations for AHEAD Physiotherapy is to initiate training for its members to ensure they are well equipped in terms of dealing with the latest technology. Having

the employees know what is expected of them puts them in a step forward in terms of both one on one dealing with the client or on online platforms (Oztemel & Gursev, 2020). Secondly, increasing the experience hours from 15,000 to a higher number for the physiotherapists to work in the organization should be increased to make sure that they have a wider knowledge in dealing with different ailments. This will in turn make the aspect of clients' satisfaction needs to be at par and make them come back again in case they need medical services in the future.

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