



# A franchise opportunity

*Keeping your body and mind A+*

+ Physio + Rehab + Exercise + Pilates + Injury Prevention



# Why Active+?

- ✓ Be part of a growing high-profile rehabilitation network.
- ✓ Implement proven successful business systems to ensure business growth.
- ✓ Enjoy access to marketing resources beyond the capacity of individual health professionals including website and 0800, AdWords agency, public relations, and social media support.
- ✓ Business support by experts to grow the bottom line.
- ✓ Peer support in a multi-disciplinary team – clinicians supporting clinicians.
- ✓ Access to Limited Vendor and Exclusive Contracts from injury prevention to rehabilitation.
- ✓ Access to exclusive external training programmes specifically developed for us.
- ✓ Human resource support – know how to manage your staff effectively.
- ✓ Social media promotion through Facebook and Twitter.
- ✓ Retail and sales training and support.
- ✓ Access to high-profile advertising.
- ✓ Access to exclusive discounted products and purchasing arrangements.
- ✓ Immediate certification to the Allied Health Sector Standards (SNZ).

# About Active<sup>+</sup>

Active<sup>+</sup> is one of the largest multi-disciplinary rehabilitation suppliers in NZ, and have been in existence since 1990. We are proud to be 100% NZ owned.

Our commitment is to provide a seamless, quality orientated, interdisciplinary experience for our clients, to enable them to meet their full potential. Our network also includes a growing franchised clinic base of over 20 sites from Northland to Manawatu.

We deliver services to New Zealanders everyday in their workplaces, in their homes and from the practices.

The brand Active Physio begun in 1998 and reflected the vision to develop a credible and cohesive network of progressive physiotherapy practices. Today we are known as Active<sup>+</sup> the 'plus' being that we are more than just physio and Pilates; and now offer comprehensive rehabilitation services with a wide range of health professionals.

With our network of services and providers, we can help with almost anything in terms of prevention, rehabilitation and wellness.

Active<sup>+</sup> has 4 directors, and is also a joint venture partner with Southern Cross Hospitals Ltd. We offer a range of services to ensure your mind and body are in good shape – at work and play.

Southern Cross Rehabilitation has been a shareholder in Active<sup>+</sup> since 2018. Southern Cross Rehabilitation is a part of Southern Cross Hospitals. We chose to have them as joint venture partners in the competitive environment of rehabilitation because:

- they are 100% NZ owned
- they are part of a not-for-profit charitable trust
- we share common values and purpose, and prioritise the benefits for New Zealanders' health and wellbeing
- their people have the skills and experience to support and enable Active<sup>+</sup> to take on global players in the rehabilitation market.

Active<sup>+</sup> has over 660 clinicians representing many disciplines including: physiotherapists, occupational therapists, vocational consultants, psychologists, counsellors, social workers and medical specialists. Active<sup>+</sup> provide collaborative healthcare services in the wider community through a variety of contracts.

# Our core values



Our vision is to be distinctive by offering exceptional services and solutions by a network of people across New Zealand, delivering with integrity and innovative flair. We aim to anticipate and surpass all expectations of our clients and inspire them to wellness. We achieve our vision through our **five core values**;

## RESPECT - for all people

*Our clients* feel safe and empowered.

*Our people* develop genuine relationships with their clients, which ensures we deliver a bespoke service, and also contributes to job satisfaction.

## RESILIENCE - for stronger people

*Our clients* are empowered to learn long-term strategies for health and well-being for themselves and their whānau. They have a valued voice to enable us to deliver what they want.

*Our people* are engaged by delivering new services and developing new skills.

## AKO - productive partnerships

*Our clients and staff* learn from each other and grow stronger through this.

*Our people* work in client-focused teams that manage the whole person, enabling long-lasting solutions.

## PONO - truth & validity

*Our clients* are assured that they are receiving the best service in a safe environment.

*Our people* are proud of the credible reputation our quality delivery has built.

## CONNECTED - to others & community

*Our people* are part of our local communities and because of this they understand the services that our clients require.

# How the franchise works

## The business systems

Why reinvent the wheel? Active+ has proven that growth is produced with following sound business and marketing systems. The strength of the systems come from analysis of the community; connecting with the community in a meaningful way and delivering consistent high quality services desired by the community.

On joining the franchise you are trained in the Business and Marketing Systems and mentored to implement them to work to deliver results to your community. The systems once implemented meet the requirements of the Allied Health Sector Standards so certification is guaranteed. You also join the clinical training programme to develop services and scope of all the Active+ programmes.

## The territory

This is the area which we have agreed belongs to you under the franchise agreement and remains yours for the term of the agreement with exclusive rights to access all benefits of the franchise for the term of the agreement.

## The terms of the agreement

The initial cost represents the investment of \$20K upwards, depending on the length of the term, territory, and region. During the term in return for the benefits of the franchise a royalty of 5% of the gross turnover is paid to the franchise company depending on the services delivered. The length of the term can be between 5 to 10 years.

At the end of the Term the franchisee can renew for a small fee or opt out. Opting out requires you to return all the branded material and resources, client lists and phone numbers but you are able to continue trading from the same area under another name.

# About the support

## Business mentoring and peer support

You will be involved with the franchise mentoring programme every 6 weeks – once as an individual for 1:1 coaching and the next as a group with the other franchisees.

## Human resource management

You will be mentored and facilitated to deliver management strategies to get the best from your staff and retain and develop your team.

## External training programmes

We provide access to seminars and courses to develop the scope and capability of both our clinical staff as well as our administrative team. Topics range from presenters with leading clinical research, customer service, business and marketing strategies, sales and retail training and human resource management. These courses are a mixture of on line resources as well as presentations.

## Social media presence

We host pages on Facebook and Twitter with a growing following of loyal clients, referrers and other rehabilitation organisations connecting with our regular updates, information and offers.

## Recruitment

We are proactive in recruiting suitable staff through our network within New Zealand and internationally. We also provide access to our orientation programmes to ensure that staff are well supported in developing their scope and skills to deliver Active+ services and products.

## Exclusive service contracts

We currently hold all ACC rehabilitation and psychology contracts which are limited vendor models. We also hold a number of preferred relationship contracts with Third Party Agencies and Large Employers to deliver rehabilitation and injury prevention programmes. We also have relationships with other government agencies such as the District Health Boards, Ministry of Social Development; Ministry of Education and private insurers.

## Discounted prices for materials and products

We have negotiated exclusive and heavily discounted rates from materials and products including medical supplies; office products; computer hardware and software including Gensolve Practice Management System.



# Marketing resources - website



The Active+ website has a clear focus on services, health benefits and calls-to-action.

The site is structured around the four aspects of what Active+ does;

## Active+ BODY

Physiotherapy clinics providing physio, Pilates, injury prevention programmes and pain management for people who are injured.

## Active+ MIND

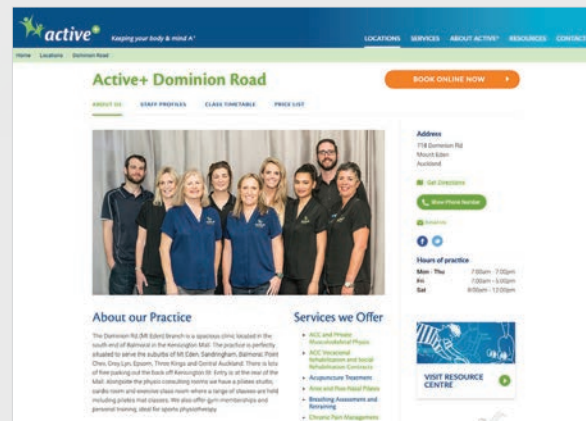
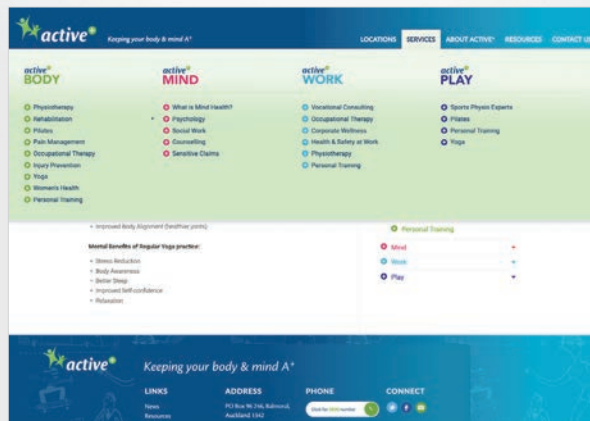
Psychology services, counselling and social work services to assist people to overcome challenges in their personal lives, with the aim of having a better quality of life.

## Active+ WORK

Services to assist people to maintain their employment following injury (Stay at Work service); to stay well while working (Corporate Wellness); perform safely at work (Health and Safety) and Back to Work - preparing people to return to work following an injury resulting in the loss of a job.

## Active+ PLAY

Helping people perform to their optimum, including for sport performance, injury prevention and general wellbeing. This includes providing physios for sports teams, personal training, and yoga and Pilates.

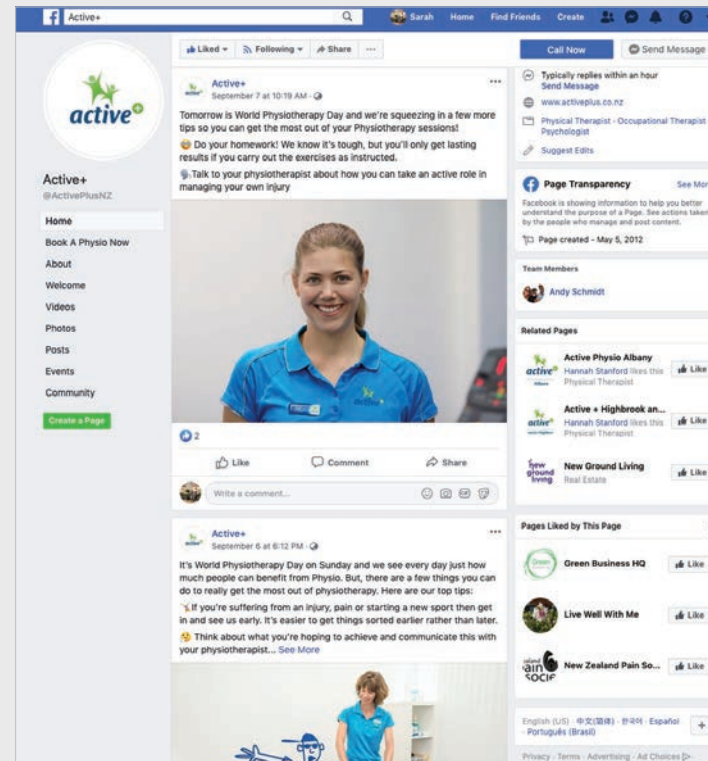


# Marketing resources - social media

Active+ has a Facebook page which is regularly updated and monitored, with help from a social media agency as well as our management team.

Each Active+ franchise is encouraged to host their own Facebook and Instagram account to engage with their own community.

Facebook



Instagram





# Marketing resources - electronic direct mail (edm)


ALBANY



## Spring is in the air (hopefully!)

AS always, we have heaps of news to share with you as well as some exciting specials for the upcoming months.

It's always a good time to start with intentions around fitness and personal health and we have some great ways to help you on your journey. At Active+ Albany our business vision is "to help you be the best version of yourself," and there are many ways to achieve this goal.

To celebrate the anniversary of our move to our new premises we are offering a **FREE Initial ACC Assessment or HALF PRICE Private Initial Assessment** if you tell us you saw this newsletter.

*\*This special is only for the month of October and only able to be used once.*

### FREE ACC Initial Assessment or HALF PRICE Private Initial Assessment\*

### Classes

Our Pilates and Yoga classes are specifically aimed to help you regain strength after injury or to improve your strength in order to prevent injury.

If you are new to Pilates, your options are;

- one-on-one sessions with one of our physiotherapists
- our 6 Week Beginners Course which currently runs on Wednesdays from 5-6pm.


We are also planning a 6-week **Pre-Natal Pilates Course**. **Patrice Irvine**, who is specifically trained in this area, will be running the course, subject to sufficient interest.

Our **Over 65's Gold Class** is for fitness, balance and falls prevention. This will be running twice a week, starting in October.

As a warm-up to the Auckland Marathon we are holding a special 4-week **Yoga for Runners** course with yoga instructor and certified personal trainer, **Nadia Gagne**. Nadia will look at specific myofascial release and hip opening exercises, as well as warm-up and cool-down stretches to help with your performance. This course is due to start on Tuesday 24th September at 5pm.

Please call us on 09 444 1925 or email us to find out more or take a look at our specific info on our **class timetable**.







## Join us in October to RUN, WALK or RIDE 100K!

You've got the month to complete the kms. So whether you smash it out in one run, pace yourself with 20 x 5km jogs, or grab some friends and share it out amongst you - the choice is yours!

Join the challenge by donating \$50, then become part of the team on our exclusive **100K My Way Facebook page**. Share the highs (and lows!) of your 100k adventures. And claim your medal when you reach the magic 100!


This initiative has been created to achieve two things – as a kick-start into summer, and as a fundraiser to support **PINC & STEEL Cancer Rehabilitation Trust**. PINC & STEEL is dedicated to helping those diagnosed with cancer to get their bodies and mind back into shape after treatment.

**DONATE NOW**

Proudly sponsored by

**Active+ Dominion Road**



Examples of Active+ electronic direct mail (EDMs)

- branch specific
- sponsored/partnership initiatives

Active+ has an in-house graphic designer who will help you put together regular EDMs to keep you front of mind with your database, and help with implementing new services, staff updates and community news

# Marketing resources

Examples of Active+ service flyers



Using our graphic designer, we can individualise marketing resources that work for you and your clinic demographic and services.

# Marketing resources

Examples of Active+ service flyers (with brand illustrations)



Use of our illustrated characters can create a friendly & energetic balance to our corporate brand



## Marketing resources

### Example of an Active+ service brochure




## Women's Health Services for Active+ Counties

**Keeping your body and mind A+**

We have a team of experts trained in the specialist area of women's health. We offer an understanding and supportive environment. Like a lot of conditions, working on the problem early on is easier, and can stop the problem progressing and leading to further issues.

● Rehab   ● Pilates   ● Physio   ● Injury Prevention   ● Exercise







### WHAT WE CAN TREAT

#### Urinary Incontinence

The 2013 census in New Zealand shows that 175,000 (17%) adult women have urinary incontinence (UI) with a higher prevalence seen in adult Maori women (47%). Global reports show that 1 in 3 women who have ever had a baby have some degree of UI.

Although UI is not life threatening it is highly associated with low quality of life, depression and social isolation with these women less likely to engage in intimate relationships, avoid sexual intercourse and plan their day around availability of toilets due to the frequency they feel they need to go.

**The physiotherapist's role in treating UI involves:**

- Pelvic floor muscle training
- Addressing lifestyle factors such as fluid intake, constipation and bladder irritants in diet
- Toilet habits and behaviour retraining
- Progression back to sport/functional activities

**How effective is physiotherapy input for incontinence?**

A Cochrane review in 2018 of 31 trials of moderate quality have concluded that we can be confident that pelvic floor muscle training can cure some and improve all types of UI. It may reduce the number of leakage episodes, the quantity of leakage and symptoms measured on UI specific questionnaires. An economic evaluation reported promising results for the cost effectiveness of pelvic floor muscle training and it should be considered the first line treatment for these conditions.

The outcome of pelvic floor muscle training is improved further when this training is monitored and progressed by a trained health care professional.

Another Cochrane review in 2008 showed the effectiveness of pelvic floor muscle training in prevention of UI during pregnancy and in the next 6 months post partum. They also supported the recommendation for pelvic floor muscle training for women who have ongoing incontinence following pregnancy.

#### Pelvic Organ Prolapse

Pelvic Organ Prolapse (POP) is estimated to affect 50% of women who have given birth with a lifetime risk for surgery of 10-20%. There is an increasing risk of POP with age, parity, vaginal delivery and increased BMI.

**The physiotherapist's role in treating and preventing POP includes:**

- Pelvic floor muscle training
- Addressing lifestyle factors such as fluid intake, constipation, weight management and diet
- Bowel/bladder habits and behaviour retraining
- Advice on lifting and exercise
- Advice on supportive wear and guidance on pessaries
- Progression back to sport/functional activities

**How effective is physiotherapy input for pelvic organ prolapse?**

A systematic review and meta-analysis in 2016 showed that women with POP that underwent pelvic floor muscle training showed improvements in subjective reports of prolapse symptoms as well as objective improvement in prolapse grade.

A Cochrane review of conservative management of POP in 2011 also concluded that there is now some evidence that there is a benefit to pelvic floor muscle training to reduce the symptoms and grade of prolapse.

**References:** [Newman et al., International Journal of Obstetrics & Gynaecology, 2018](#); [Coxon et al., The Australian Journal of Physiotherapy, 2018](#); [Hartmann et al., The Australian Journal of Physiotherapy, 2018](#); [Lundberg et al., The Australian Journal of Physiotherapy, 2018](#); [Murray et al., The Australian Journal of Physiotherapy, 2018](#); [O'Connell et al., The Australian Journal of Physiotherapy, 2018](#); [Parker et al., The Australian Journal of Physiotherapy, 2018](#); [Rogers et al., The Australian Journal of Physiotherapy, 2018](#); [Simpson et al., The Australian Journal of Physiotherapy, 2018](#); [Trotter et al., The Australian Journal of Physiotherapy, 2018](#); [Wright et al., The Australian Journal of Physiotherapy, 2018](#).

Active+  
Newsletter  
(quarterly)



# bulletin

Autism 2019

## Going Green

Active<sup>®</sup> has been working with Green Business HQ and the Albert-Einstein local board to look at sustainability improvements in our organisation.

FEATURED IN THIS ISSUE

[Comp Comp - Sustainability](#)  
[Mental Health Support - Comp Coach](#)  
[Comp Coach - Comp Coach](#)  
[Comp Coach - Comp Coach](#)  
[Comp Coach - Comp Coach](#)  
[Comp Coach - Comp Coach](#)



## Hello from Head Office

**I joined Active<sup>®</sup> as a Director at the start of 2018, after working as a Clinical Psychologist with Active<sup>®</sup> from the outset.**

Reflecting on my first year in office, I can't wait to continue to work in GPs, A&Es and the many other settings that we work in. I have enjoyed the opportunity to bring the vision and thinking to the forefront of the business and to continue to work with the people who make the difference in the community health space.

As a Mental Health Nurse I wanted to ensure that mental health was a key part of the vision and mission of the business, and to ensure that the people who work in the business are well supported.

As a nationalist in the Active<sup>®</sup> movement, we have a lot of things to be proud of. We have a lot of people who are working in the business, and we have a lot of people who are working in the community health space.

A recent visit to the division which joined the Active<sup>®</sup> team was a fantastic opportunity to see the work that the community health space is doing to support the people who work in the business. It was a great opportunity to see the work that the community health space is doing to support the people who work in the business.

**What a great future there is ahead of us in building together the Active<sup>®</sup> vision and mission of the future of our health system.**

**DR JANE BROWN, CEO**



**Comp Coach**  
Comp Coach

## Southern Cross Rehabilitation in Active<sup>®</sup>

**Southern Cross Rehabilitation has welcomed its new position as a member of the Southern Cross Health system.**

**With a focus on providing the best possible care for our patients, we are now able to offer a range of services to our patients.**

**Active<sup>®</sup> is a national partner in the vision and mission of the future of our health system. We are proud to be part of the Active<sup>®</sup> movement.**



Southern Cross Rehabilitation is a leading provider of rehabilitation services in the Southern Cross Health system. We are proud to be part of the Active<sup>®</sup> movement, and we are committed to providing the best possible care for our patients.

Our services include a range of rehabilitation services, including physiotherapy, occupational therapy, and speech therapy. We are proud to be part of the Active<sup>®</sup> movement, and we are committed to providing the best possible care for our patients.

Our vision is to provide the best possible care for our patients, and we are committed to providing the best possible care for our patients. We are proud to be part of the Active<sup>®</sup> movement, and we are committed to providing the best possible care for our patients.

[Rehab](#) • [Pilates](#) • [Physio](#) • [Injury Prevention](#) • [Exercise](#) • [activephysio.co.uk](#)

Active+  
Recruitment

# Join the **A<sup>+</sup>** team!

One of the most important things as a clinician I believe is to be valued. This is something that I love about working at **Active**.

They recognise your abilities, your qualities, and support your dreams! I've only been at **Active** for a year, but I can't wait for the next 10!

**Paul Lagerman**  
PHYSIOTHERAPIST  
Active - Albany/Elderslie

  
**active**  
[activeplus.co.nz/careers](http://activeplus.co.nz/careers)

● Physio ● Rehab ● Pilates ● Injury Prevention ● Mind



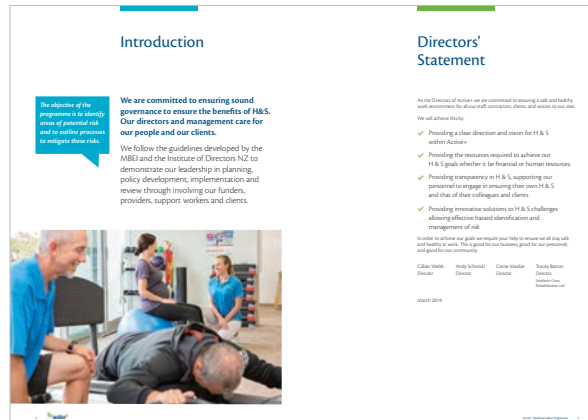


# Policies and procedures

Active+ Health & Safety Programme - we are committed to ensuring a safe and healthy work environment for all our people.



## Active+ Health & Safety Programme





# Promotional photography

Examples of photography, for use across all marketing channels, including social media.

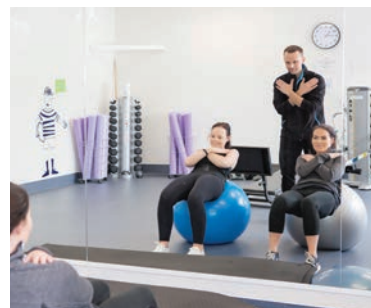
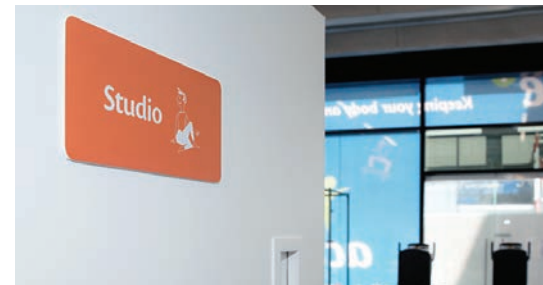


We regularly update our clinic and staff photos to ensure your marketing and community-facing images stay as up to date and fresh as possible.



# Example of an Active+ clinic

Active+ clinics are fitted out under the guidance of our graphic design and signage specialists.



We support you with any move to a new premises, with business support around decision-making and marketing support for your database.

If financial support is needed, we have links with a major banking corporation that understand our franchise network.

# Get in touch

If you are interested in discussing further  
then please get in touch with:

## **Mike Bignall**

Chief Executive Officer

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