

# PHYSIO FORWARD

The official company newsletter  
of Karratha and Dampier Physiotherapy



## MORE ON AI IN HEALTH OVER THE PAGE:

Advancements in technology  
driving and leading  
innovation in the health  
workspace what this means  
for you the consumer

## REFLECTING ON 2024: A YEAR OF GROWTH.

Written by Georgie Deale

Reflecting on 2024: Why It Matters?!

Hello and Welcome to our first community newsletter. May I say, it's been an absolute delight to have you on this journey with us and boy have we grown!

As we say goodbye to another year, I invite you to take a moment to join us in looking back, casting your thoughts to remember what has happened, looking past the "good and bad" and diving deeper into understanding our journeys, learning from the experience and getting ready for whats to come! Let's grow this space collectively and in tune with the us, the community. Together there is no limit to what we can create.

This year helps us get to know ourselves better, guides us to make better choices, see growth at work, set goals and targets, develop our understanding and feelings with a unique perspectives (life up here in the northwest) and brought strength in connection and creating community. So first, before I continue, thankyou for your continued belief, feedback and investment in this beautiful community of ours we are excited to share this vision for 2025 with you.

## 2024 IN REVIEW

**JANUARY** The end of an era, we left behind a stable base of one clinic and became an official two clinic location business. We left Karratha temporarily to Launch our new Dampier clinic alongside Nat from Milk and Kindness with whom we share our beautiful office.

**FEBRUARY** We secured a second premises in town at the Restore Integrative Clinic with Gareth in a whirlwind last minute effort. We settled in and got cozy as we prepared for the next 12 months collectively.

**MARCH** We expanded our clinic hours in both locations.

**APRIL** Our recruitment efforts had been going on since Dec 2022 and we began applying for special recruitment provisions.

**MAY** We began a new round of promising interviews.

**JUNE** Our first official year as a company and a restructure in line with the recruiting agreement we needed a few formalities attended to. We had a little team of 3 and felt very overworked, risked burnout from May. The clinic closed for 2 weeks while Georgie and the family went to Canberra to celebrate her Mardi's 90th Birthday and Baby Dusty's 1st Birthday. What a month!

**JULY** We burst into a team of 6! Physio Zoe joining us across the two clinics. We now had the opportunity to refine processes, create classes and develop the team and services we offer. Our in house Accountant Ren hitting the ground running cleaning up the back of house ready for some larger projects and sustainable service provision in the region. The amazing Lily on the phone and email answering everything we couldn't get to as well as juggling her superb soccer skills and busting out those school assignments.

**AUGUST** We were forming, storming, norming and performing, finding our footing as a team and defining roles and responsibilities behind the scene. We implemented our new practice management software behind the scenes which saw us leave behind the paper for faster online clinical functions speeding up home exercise programs which, we know you are thrilled about doing! It has not been without round the clock effort on part of our personal assistant Princess, spot-firing troubleshooting and even at time resorting to manually transferring all our patient details over!. Zoe got the GLAD program and Pilates in Dampier up and running for us.

**SEPTEMBER** We had our clinic photoshoot with the fantastic Felicity Ford. Hired our third Physio Bianca making a team of 7. There was so much going on between onboarding training and trying to get to know everyone it was crazy, fun, and full of personality. We joined as Major Sponsors of Karratha Indoor Golf (sponsoring Tristan's Coaching Sessions) ensuring quality swings and reduced injuries in a combined effort to improve performance.

**OCTOBER** We hired the beautiful Amy our Yoga Instructor to make a great team of 8. We had two unexpected-expected farewells. 1) Zoe has gone off sabatacle down south chasing the cooler weather with her lovely partner Luke. 2) Bianca has gone on Maternity leave and obviously we are all waiting in anticipation to meet the new clinic edition. Georgie headed off to the annual Australian Physiotherapy Association conference and the Strength for Life training course, which will allow seniors (over 55 and indigenous Australians over 45) to access our services at reduced rates. We obtained approval for health worker housing and special recruitment provisions! Well done Ren who worked tirelessly to achieve this for our team! We continue our recruitment efforts.

**NOVEMBER** We purchased a new larger premises in Karratha and growing some roots we weave ourselves into the community for the longer haul. How exciting! We learnt a lot at the conference and will commence phase 1 of implementation of new AI technology into the clinic (more on that over the page).

**DECEMBER** We are hanging around town and closing down from the 21st of December to celebrate and will return on the 6th of January 2025. Finishing the year off strong with our Christmas Party and wind-down of our classes early in the Month as we begin to prepare for 2025!

## 2025 ALL THE NEW THINGS

**JANUARY** We re-opened on the 6th. worked on our NEW Class Timetable

**FEBRUARY** We headed up to Japan, in one cyclonic send-off; Georgie set down some ski slopes on a snowboard, all in the name of research (of course!). Radiology up-skilling XR in emergency medicine course in Niseko and tour of Japan in the name of Market research and technological advancements in the Physiotherapy field.

## WHATS TO COME IN 2025

**MARCH** Swinging into full gear we invite you to join us for Royce Castano's Guinness World Record attempt at Karratha Indoor Golf on Staurday the 8th of March 2025 12 noon. As Platinum Sponsors and tasked with supplying round the clock 24hour on call Physiotherapy Services all in the name of supporting the RFDS Royal Flying Doctor Service.

As you may know, we closed our Karratha branch pending renovations of our new clinic space in February and are due to **RE-OPEN** at **125 Bajamalu Drive, Baynton** on **Wednesday 26th of March 2025**.

## TOP TRENDS OF 2024 IN AI

Written by Georgie Deale

Artificial Intelligence or as my younger millenials call it "AI", has been at the forefront of technology advancement this century with everything from Integrations with Xero Accounting into Practitioner Payroll and Billing platforms to Practice management software scheduling, booking and reporting. After attending the APA Physiotherapy "FOCUS" Conference in November 2024 we expanded our services to introduce AI into our note-taking, GP letter writing and Reporting. Uptake and reception has been warm and inviting by fellow practitioners, and clients.

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**Artificial intelligence is poised to make an impact on the practice of physiotherapy, both in the short term and in the long term.**

**-APA - 2nd April 2024**

Our transition to this new era of AI in workflow, email marketing, social media campaigning, practice management software, accounting and payroll integration, SOP creation and streamlining as well as Note-taking and reporting has not been all smooth sailing during implementation phase, however we are so grateful for your feedback, patience and understanding during our transition to online, cloud-based AI evolution and overall you felt we were able to spend more time one on one in your journey, which we think is a huge plus. We look forward to this exciting new chapter in our second newsletter issue in June. Stay fit, healthy and well Pilbara Family!

**Look forward to seeing you in our new clinic and classes!**

