



### **Chair's Report – AGM 6<sup>th</sup> November 2023**

I am delighted to open my first Chairs report for this AGM. It is a pleasure and privilege to be able to represent the organisation and such a fantastic executive team.

Over the last year there have been a number of really important musculoskeletal challenges highlighted that physiotherapy and the MACP can look towards and aim to influence. Health inequalities lead to disproportionate negative effects of MSK pain and disability. It is known that around 20 million people in the UK experience MSK pain and disability but this is disproportionate across certain demographics such as the older person, ethnic minorities and women. Covid -19 recovery plans are now within the systems we serve, and how MSK waiting lists are managed to ensure patients once again receive timely care, with the right clinician at the right time is an enormous health challenge.

The workforce challenges that are now here are asking how MSK services can do things differently and the need for a diverse MSK workforce that represents the needs of the population across all primary and secondary care models has never been so prevalent. Prevention and the Public Health agenda has to be central to all clinical practice and MSK is no exception, making contacts count across the wider health challenges is and perhaps is never more important right now for the population we service, as multi-morbidity and complexity are common place. The loss of rehabilitation space is now also a factor in how patients and the public can access supportive rehabilitation in an environment that is safe and fit for purpose.

So, challenges are always there and as an MSK professional network the MACP continually looks to influence at home and learn internationally. Supporting members wherever possible whilst collaborating with our partners as all these challenges require multi-organisation approaches; Silo working fails on all fronts.

The MACP remains proud of the IFOMPT standards that underpin the educational and clinical components of the full membership category. These standards have underpinned the FCP RoadMap, the MSK Advanced Practice standards and MSK Credential. We proudly have collaborated within this space with our NHSE partners, ARMA, the MSK Partnership, the CSP, IFOMPT, BASEM and others. In doing so we continue to look to our mission statement “To lead, unify and advance excellence in global musculoskeletal health”, and this remains central to what we do.

The 5 Year strategic plan remains very much core to the operational elements that each executive member works within, however for this year we operationalised some specific goals for the committee that are summarised here. These plans are presented later in the report. In my first year we have very much been concentrating on a consolidation model to ensure complex projects can be completed. The priorities above very much follow this path.

### **New Web-Site**

A huge amount of work has gone into the development of the new web-site. It was deemed the right time to move providers for the site and we now hope to see greater functionality across all its domains. Managing course bookings, improved membership updates, information sharing and improved user experience developments have all been inputted. We hope the membership are able to enjoy the experience and improved site.

### **Conferences**

Attendances at the CSP conferences in Wales and England will have occurred where executive members will be present to interact and promote the MACP across the profession. The MACP also ran for the very first time a stream at the BASEM conference in October. This was a very exciting collaboration and one we want to grow greater connections for the future.

## **CPD Platform**

Our team have been working with 14Fish to continue to improve the user experience. We have re-launched the system as “Evolve- Powered by 14Fish” and in doing so we hope this will grow and remain fit for purpose for members and future membership.

## **Educational Partnerships**

The MACP communication team have been working hard with our partners “PhysioMatters” and “TrustMeEd” who offer fantastic discounts to members. They have both mapped their content against the IFOMPT standards and this has become integral to those on a portfolio route to membership or members maintaining their competency.

## **Promotion**

Initially the MACP began work with a Marketing company to aid in the promotion of the MACP and particularly the affiliate category. After 3 months the Executive felt this company was not offering the impact we hoped for and so worked with a separate company who have produced the marketing content that we hope members and non-members have seen that outline membership benefits.

## **Company Status**

The MACP is currently an Association and as such this means that when entering into legal contracts the signatories of those contracts within the Executive remain personally liable, rather than the organisation. This has been addressed this year as we work with Hempsons (Specialist Legal Company) to move towards a Company status. Advice has been taken via the CSP, IFOMPT and across the legal sector to ascertain the options and best course of action. Moving towards company status was the agreed direction of travel to secure the executive of the future and to enable safe, diligent practice can occur when the MACP enters into agreement with partners.

Further plans are seen here and again are mentioned within the body of the report with more available details. As a group we recognise the role the MACP has to play in supporting the global MSK community. We are looking to explore the potential of supporting sub-specialty MSK practice overseas; IFOMPT have in principle approved this direction of travel. Whilst the MSK credential will attract funding for education within the public sector, many of our members are within the private sector. We also know that their colleagues may look to us to offer ways to become members, which again we are exploring with some re-defining of the Portfolio route planned.

For 2024 we wish to support a MSK stream at PhysioUK

Lastly, it is an aim to link the Fellows into a reference group. This work is currently live and we look forward as an exec to working more closely with the Fellows for the coming year.

The year 2023 had a significant increase in activity to meet the strategic aims of the MACP.

The Communications Officer function is being maintained as two members to support the growth of the in those functions to continue to meet the strategic objectives. The communications function embraced a greater marketing and promotional role in the past year with considerable resources directed to developing relationships with marketing firms to develop more professional and appealing promotional materials, the role out of our preferred educational partners relationships and the presence of the MACP at various face to face conferences.

Social media: We have strengthened our presence on social media further in 2023 having expanded our followers, moved onto the LinkedIn platform

There have been two main focuses this year; the first to collaborate with BASEM on their 2023 conference and the second to redevelop the nurturing research conference which had originally been planned to run in March of this year. The BASEM conference successfully ran on the 5th and 6th of October at Manchester Country Cricket Club. The MACP had collaborated on two streams: the first a musculoskeletal and radiology theme which Gethin Lynch organised together with a BASEM representative Amanda Isaac.

I organised the science and research theme with the BASEM representative James Bilzon. We had a few MACP members presenting including Professors Annina Schmid and Dylan Morrissey.

The nurturing research conference had been planned to run virtually in March, but there had not been a large uptake on abstract submissions, partly due to a slight delay in our marketing and also, we believe partly due to the fact that post-covid people are keen to meet face to face. We therefore postponed the conference and are running the conference together with APPN on Friday the 21st June 2024 at Manchester Metropolitan University

There have been some personnel changes within the regional representatives this year. Darren Smith has taken over from David Alderson as Engagement Lead, Lee Shimwell has taken over from Charlotte Williams in the North West, and very recently we welcome Angela Webster as a new representative for the London and South East region. We have moved from remote events to commencing regional face to face events and have hosted a Midlands event on 'Pain and Neuroinflammation', and a South Central event on 'Intradural Pathology', utilising local expert speakers for both. In the North West, Lee Shimwell has met with Jane Ashbrook (Liverpool Hope University) and Glen Davies (Manchester Metropolitan University) with plans to establish 3 x year events for regional members and non-members.

This year has seen the introduction of a new modern MACP website in conjunction with LightMedia. The decision to part ways with our previous provider was made due to several customer relations management (CRM) system issues. These issues created a great deal of additional work for our admin staff and there were several recurring renewal fees faults. As an executive committee a decision was made to move towards a new provider. LightMedia have a strong pedigree in hosting medical and healthcare organisations with similar size and functionality as we the MACP require. The website was launched in August 2023 and the build process was led by the digital officer and importantly the administrative team that will run the CRM functions. We are more than pleased with the support we have been given thus far and hope the smooth running of the website can free up our administrators to work on other projects. The design of the website is modern and reflects the more diverse membership and population that we serve.

7 HEI routes to membership remain as a core for the organisation, however the MACP and CEA wish to really play a part in the diversification of routes to membership. We wish to achieve this through our portfolio routes and some exciting idea on how to use these routes to really meet a widening need are being developed.

The CEA led a course leaders' meeting and offer continual support in all aspects of these routes.

The role of knowledge translation, mobilisation, and transformation within the MACP continues to evolve. Recent involvement in the CSP's knowledge exchange programme on evidence as well as MACP involvement with a focussed symposium on knowledge mobilisation at the English CSP conference in November. A strategy document has been drafted and is due to be reviewed and shared. There is a continued commitment by the MACP to be a driver of knowledge, and the way it is mobilised and transformed, within communities of practice being a key driver for development within and outside of the MACP community.

MACP engagement and representation in CSP knowledge exchange is highlighted through an online webinar October 2023, • MACP engagement and representation in CSP England Conference November 2023, • Completion of the mapping of Complex Clinical Reasoning Programme for NHS England to the MSK Advanced Practice Standards

The Professional Network and Equality and Diversity role within the MACP aims to promote and collaborate with key organisations, MSK networks and stakeholders. To enable this the MACP encourages inclusivity as an organisation ensuring that we welcome a wide and diverse spectrum of clinicians who have an interest in MSK Physiotherapy. There has been ongoing engagement with the CSP on areas including Professional Networks, Equality, Diversify and Belonging and professional engagement. There has been continued links with ARMA focusing on areas including engagement on national MSK developments and patients lived experience. The MACP is committed to developing links and collaborations with other groups and organisations to develop a wider MSK network. Aims for 2023/24 • To develop CIGs and Communities of Practice to encourage closer and enhanced working between organisations. • To develop strong working relationship with MACP Fellows drawing on their wide depth and experience across the field of MSK physiotherapy • To continue to work with CIG already aligned with the MACP to enhance members clinical experience and development. • To continue to engage with organisations, groups and individuals to promote MSK Physiotherapy • As an organisation promote equality, diversity and inclusion in all aspects of the MACP's activity and to engage with relevant organisation to develop this further.

This year the Professional Development Committee (PDC) launched the new Understanding Medication in Pain Management course and the recognition and referral of Axial and Peripheral Spondyloarthritis course. There has been a large virtual delivery this year with the advanced practice courses delivering well via this mode. We have started to receive some enquiries about hosting face to face courses again at some venues and this is also

really positive. Our courses this year have had international participants and have also been delivered from the UK and Australia.

The work this committee achieves has international recognition and is integral to how the organisation can support members.

1) Explore running courses at an international level whether this be face to face or virtual increase international profile of courses 2) Aim to increase our course profile eg Exercise based rehabilitation course 3) Explore some face to face venues where courses can be held and organised by MACP rather than a hospital that will 'host'

Moving from an internal focus to an external focus so that we can support and influence global change in the delivery of high-quality manual/musculoskeletal PT is a key drive. This role supports Strengthening governance, which also includes continuing to be rigorous about protecting our standards of practice and their application and implementing and continuous reviewing of up to date and responsive constitution, policies, procedures. IFOMPT have continued their series of webinars.

Since the pandemic this has been a successful method of making education accessible more globally. With the initial success of this approach the series is planned to be continued with information circulated via the MACP social media channels. To complement the webinar series, IFOMPT have landed the 'IFOMPT Learning Zone' <https://ifompt.thinkific.com>. The learning zone enables members to access previous webinars and educational materials. The IFOMPT Teachers meeting and in person MO meeting took place in Ghent, Belgium Sept 2023. MO delegates discussed a potential corporate structure change- splitting the standards committee into a standards committee an international monitoring committee. This would require a constitution change and thus a vote should this idea proceed. The conversation around a potential name change for IFOMPT to include 'Musculoskeletal' was also re-opened with a further meeting to discuss in detail proposed for later in 2023/ early 2024.

The IFOMPT educational standards are due for review 2023-24. A working group will be put together to work on this. The planning of the IFOMPT 2024 conference in Basel is well underway and an exciting programme has been developed by the Swiss team to celebrate the 50th anniversary of IFOMPT. The call for abstract submission deadline extended to Nov 2023

I would like to express my thanks to both Katie Holmes and Emma Hornby for all their hard work and management of the day-to-day business of the MACP. Both Katie and Emma are integral to everything the executive achieve and go above and beyond. I am very blessed to have their support and it hugely appreciated.

Finally, a huge thank you to all the team, we are a team and without the expertise, collaborations and friendships the role of Chair is a lonely and unsuccessful experience – so I am sure all members will recognise the hard work of these individuals.

**Neil Langridge, Chair MACP, FMACP**