

# BUSINESS PROFILE

## OF



**Holistic Assessment Physiotherapy**  
Holistic Assessment and Management

<b>Version</b>	<b>Date</b>	<b>Author / Updater</b>	<b>Description</b>
V1.0	November 2006	Shana Kassiem (Maxxor Business Solutions)	Business profile for Holistic Physiotherapy compiled by Shana Kassiem with input from Holistic Physiotherapy.

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## **Business Profile – Holistic Physiotherapy**

### **1. Introduction**

Holistic Physiotherapy was founded in March 2006, by qualified Physiotherapist Zarina Abrahams. The company operates in the Healthcare industry and has been fully operational for six months.

Zarina Abrahams is not only a qualified Physiotherapist, but her interest in Neurology makes her very special. With an interest in adult as well as pediatric care, she is well rounded to help wherever the need arises.

### **2. Value Added Service**

Holistic Physiotherapy provides services within the Healthcare Sector, mainly Physiotherapy (PT). PT is considered a conservative treatment method addressing the treatment, healing and prevention of injuries and disabilities.

By forming part of the rehabilitation process as well as it being indispensable in the speedy recovery and healing of patients, Physiotherapy is a much needed service.

Although the company has only officially been in practice for six months, the main physiotherapist, Zarina Abrahams, has at least eight years of experience in this industry. She also has a focus on both Adult and Pediatric Neurology.

Most patients are currently being referred to the practice by certain doctors.

Having a special interest in Adult and Pediatric Neurology, Zarina Abrahams makes it her duty to attend various courses to improve her patient care skills. This has helped her improve the quality of her skills in taking care of patients, whether young or old.

To add yet another differentiating quality, the head Physiotherapist will make house calls to elderly patients and well as those who may have suffered a stroke for example.

### **3. Values and mission**

“High quality and holistic focus on individual patient care.”

### **4. Structure of the company**

The company is structured as a CC, with Zarina Abrahams owning 100% of the company. This 100% female-owned company is managed and operated by Zarina Abrahams.

Her key role is the head Physiotherapist as well as Operations Manager.

## **5. The area of focus of the business**

Holistic Physiotherapy is a Physiotherapy Practice. The focus is individual patient care and is not limited to adults and includes children.

Although Holistic Physiotherapy is a Physiotherapy practice, alternative methods of healing are not ignored.

The core focus for Zarina Abrahams is her special interest in Neurology.

Many of the conditions that may be treated at the practice, are treated through movement, mobilization, massage, ergonomics, re-education of movement, strengthening of muscles, ice or heat, electrotherapy, dry needling, to relieve these symptoms.

## **6. Systems and skills**

Having more than eight years of Physiotherapy experience, Holistic Physiotherapy has the skills to treat and assist patients with treatment and therapy relevant to their ailment.

These skills include:

- o thorough evaluation
- o problem solving
- o treatment by using manual skills, exercises and equipment
- o problem solving and holistic treatment to each individual patient.

## **7. Values and Philosophy**

The values that guide the company are:

- o Honesty
- o Ethics
- o Reliability
- o Caring

Through creating a caring and honest environment, the patient will be reassured and this will enable the patient to reach his/ her fullest potential.

## 8. Social Responsibility

The Company's Social Responsibility policy is to provide Care for potential clients' who cannot afford this service.

The owner and main Physiotherapist volunteers her Physiotherapy services for the CANSA association, as well as do voluntary therapy for Stroke patients who cannot afford the service.

## 9. Compliance with Legislation

To be registered with the Health Professions Council of South Africa.

## 10. Affiliations

Holistic Physiotherapy is affiliated with the South African Society of Physiotherapy and South African Neurodevelopmental Association.

## 11. Contact Info

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