

Activities Report – February – end March 2010

Introduction

- 1 This report summarises the activities carried out by the Executive Chair, Chief Executive and CNHC team members between 4 February and 5 April 2010. A summary of website visits between January 2009 and end March 2010, CNHC newsletter statistics from November 2009 and end March 2010 and an analysis of calls received between January and end March 2010 is attached at Annex 1 to this report. Information on use of the 'Check the register' facility and news updates on CNHC's website are also included.

Governance

- 2 The following Board and Committee meetings took place:
 - 2.1 The Board was pleased to welcome its first observer to the open session of the February Board meeting. The Board's discussions included the following:
 - i) CNHC's Business Plan for 2010
 - ii) A report from auditors on CNHC's first set of statutory accounts for July 2008 to end December 2009
 - iii) Reports from CNHC's Finance, Conduct and Competence and Professional Standards Committees and various meetings of CNHC's Profession Specific Boards (PSBs)
 - iv) An Activities Report for October 2009-February 2010. This is available on CNHC's website.
 - v) A briefing paper for consultation from Skills for Health on public funding for complementary healthcare qualifications in the academic year 2010/11 which was referred to the PSBs for a decision on how to take this forward (see below)
 - vi) A letter from Skills for Health asking CNHC to make recommendations about the length of time for accreditation of the existing NOS for complementary healthcare – again this matter was referred to the PSBs (see below)
 - 2.2 A Conduct and Competence Committee (CCC) meeting was held on 9 March and considered a number of complaints received which were of a similar nature to those considered by the Investigating Committee Panel (ICP) meeting in November, as well as a Council for Healthcare Regulatory Excellence (CHRE) paper on protecting the public from unregistered practitioners.
 - 2.3 A meeting of the Professional Standards Committee (PSC) Audit Sub Group was held on 16 March. [The meeting of the PSC for this same date was cancelled as the work on determining professional standards requirements for 'new' professions seeking registration with CNHC was being progressed separately.]
 - 2.4 three Joint PSB meetings on 23 and 24 February with members of the PSBs for reflexology, shiatsu, Bowen therapy, Alexander technique, aromatherapy, sports and remedial therapy, nutritional therapy, massage therapy, cranial sacral therapy and yoga therapy. It was agreed at these meetings that future meetings would take place at a larger venue so that all of the PSBs could meet on an individual basis and then come together as one large group for a joint session. Wide ranging discussions included:
 - i) A request from Skills for Health to confirm the length of time awarding organisations operating with the qualifications and credit framework should

- be allowed to continue to offer qualifications based on the old complementary therapy National Occupational Standards (NOS). PSB members agreed with the Board that a timeframe of 2-3 years should be recommended.
- ii) The process for responding to a request from the Learning and Skills Council via Skills for Health about the length of programmes which meet the NOS and which should receive public funding in the academic year 2010/11. This in turn will assist practitioners select courses in Further Education colleges which result in qualifications which meet the requirements for registration with CNHC.
 - iii) Guidance on advertising to be published as a result of an ICP hearing in November
- 2.5 the first meeting of the Naturopathy PSB took place on 30 March to agree the arrangements for the register opening to naturopathy later in the year.
- 3 CNHC's first Annual report for 2009 was prepared in draft for publication in late April/early May.
- 4 The Department of Health was sent the quarterly activities reports for October 2009-February 2010 and February – end March 2010, together with the first set of annual accounts for 2008-2009 and a copy of the management accounts to end February.

Finance

- 5 Following confirmation of the final tranche of grant funding from the Department of Health for 2010/11, the first set of annual accounts for 2008-2009 were finalised and submitted to Companies House. The auditors' report confirmed that they had not identified any weaknesses in CNHC's accounting and internal control systems.
- 6 The management accounts for January and February 2010 were circulated to Finance Committee members.

Register

- 7 A quarterly report on registration numbers and the schedule for opening up the register to new disciplines was prepared for the consideration of the Board in April 2010.
- 8 The register opened to Bowen practitioners and sports and remedial therapists on 15 February 2010.
- 9 Discussions continued with members of the PSB, the professional forum and Professional Associations (PAs) for cranial sacral therapy in preparation for the register opening to this therapy.
- 10 Work continued to further develop and enhance the register and website. In February modifications to facilitate bulk uploads for existing registrants wishing to register for additional disciplines were completed, and an enhanced reporting facility became available in mid March. Further work has now been commissioned to allow registrants to enter multiple practice addresses and a website address and to make it easier to enter new UK postcodes and non-UK addresses. In addition, all of the register screens and system generated emails were reviewed and a number of changes identified to

make it easier to register and renew registration, and an additional screen was commissioned for fast track applicants to enter their ethnic origin, gender and disability status.

- 11 A meeting between CNHC's officers and the company providing CNHC's register services was held on 18 March 2010.

Conduct and Competence

- 12 Work is progressing to action the recommendation made by the ICP to agree advice to registrants in relation to paragraph 15 of the Code of Conduct, Performance and Ethics for Registrants. The publication of this guidance has been delayed so that additional guidance can be included on advertising of services generally, including advice given over the phone and in person, rather than just focusing on websites and other publicity material which was the original intention.
- 13 A further conduct and competence training session has been arranged on 30 June for PSB members who missed the first session in September and for members of the PSC and Board who wish to attend.

Website

- 14 The content of the website continues to be developed and regular news updates and press releases issued.

PR and Marketing

- 15 CNHC issued monthly electronic newsletters in February and March 2010. The newsletter is sent to all current registrants and those on CNHC's mailing list, with paper copies of the newsletter being sent to registrants who do not have an email address. An additional announcement about the launch of the redesigned website was sent out to all registrants and those on the mailing list in mid-February.
- 16 CNHC appointed a new Project Officer for Communications to undertake a range of awareness-raising projects, many of which were suggested by practitioners at the last CNHC/Professional Associations Meeting. A new Public Relations consultant was also appointed to undertake a specific recruitment project to optimise CNHC's profile on the webs and contact practitioners who are not registered.
- 17 The discipline descriptors for aromatherapy, reflexology, shiatsu and yoga therapy were published on the website.
- 18 The Executive Chair and Chief Executive attended a number of meetings and events including:
- 18.1 A CAMEXpo Advisory Board meeting (CNHC will be represented at this year's event in October 2010 at Earls Court)
 - 18.2 a CHRE focus group meeting
 - 18.3 a Pennington's professional regulation seminar
 - 18.4 a meeting with Skills for Health representatives

- 18.5 visits to the Jex Blake School at The Royal Free to meet with Keith Hunt and Sophie Gooley, Course Tutors; and a lively teaching session with Nutritional Therapy students at TVU.
- 19 Arrangements were put in place for the bi-annual meeting with PAs scheduled to take place on 25 May 2010.
- 20 CNHC will continue to raise its profile outside England when CNHC's Executive Chair attends a commissioning conference in Northern Ireland in May 2010.

Staffing

- 21 Interviews for a new full-time Business Manager took place on 15 March and the new appointee will take up her post on 19 April 2010.

IT facilities

- 22 CNHC's server was closed down for two weekends during March when electrical testing was being carried out at the premises in which CNHC has its offices. This did not affect the register and website but did mean some delays in responding to emails.

Other issues

- 23 The range of data available on calls received, website usage and the monthly newsletter continue to be developed (see Annex 1 for details).
- 24 CNHC submitted its response to the CHRE on regulation for health professionals working in areas of practice regulated by more than one regulator. This is a particularly important area for CNHC since many of the practitioners registered with CNHC are also registered with one or more of the statutory healthcare regulators (for example the Health Professions Council and Nursing and Midwifery Council). CNHC made it clear that it would wish to be party to all on-going discussions on this important matter.
- 25 In April, CNHC's Board will consider its response to consultation papers published by CHRE on *The Revised Performance Review Process and Standards: Proposals for Consultation* and the General Medical Council (GMC)'s paper on *Revalidation: The Way Ahead*.

Quarterly analysis of website visits, newsletter statistics
and calls received

Website visits

- 1 The following table and graph shows the number of visits made to the CNHC website since January 2009. The average number of visits¹ during the last quarter (Jan-end Mar 2010) was 13,666/month.



Month	Visits per month	Average per day	Month	Visits	Average per day
January 2009	15,178	490	January 2010	19,821	639
February 2009	8,319	297	February 2010	20,821	744
March 2009	8,519	275	March 2010	20,156	650
April 2009	8,582	286			
May 2009	8,512	275			
June 2009	10,903	363			
July 2009	13,436	433			
August 2009	13,896	448			
September 2009	18,940	631			
October 2009	17,861	576			
November 2009	17,449	582			
December 2009	16,058	518			
TOTAL	157,653	432			

¹ A "visit" means that a machine with a certain IP address has downloaded at least one of the page on a website. If the same IP address downloads a different page, it's not another visit, because it's the same computer, i.e. a visit shows how many individuals have visited the website.

- 2 As the following table illustrates CNHC continues to publish regular news updates on its website.

Month	News updates & Press releases	Month	News updates & Press releases
January 2009	1	January 2010	3
February 2009	1	February 2010	3
March 2009	0	March 2010	4
April 2009	2		
May 2009	0		
June 2009	4		
July 2009	4		
August 2009	3		
September 2009	3		
October 2009	2		
November 2009	3		
December 2009	2		
TOTAL	25		

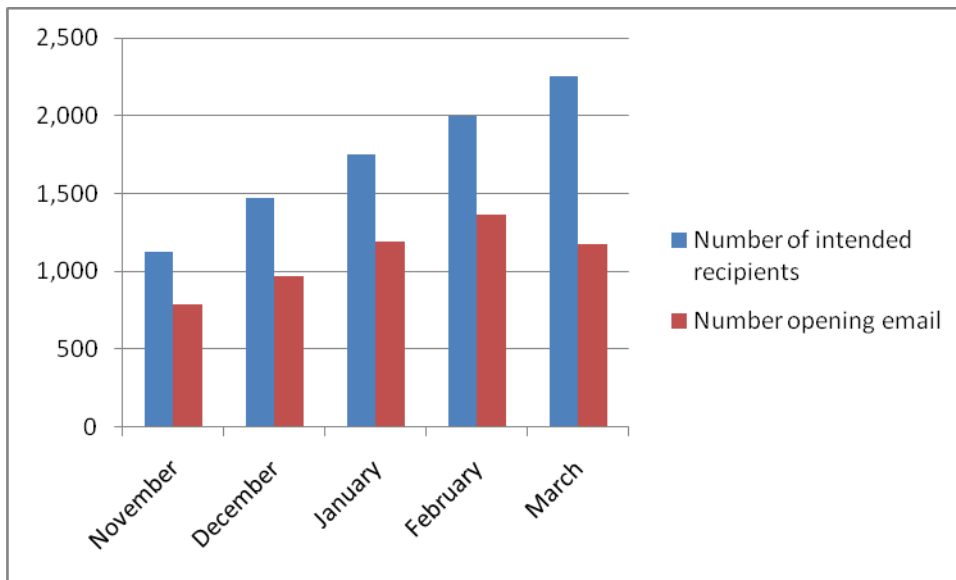
- 3 An analysis of data available on numbers using the 'Check the register' facility on CNHC's website indicates that 34% searched on full name only, 26% on postcode only and 22% on town/city only.

CNHC Newsletter

- 4 CNHC's newsletter was launched in November. It is sent electronically to all registrants who have an email address and all those on CNHC's contact list. A paper copy is sent to those registrants who do not have active email addresses. In the case of emails which are rejected, CNHC staff contact registrants to find out whether they have changed their email address and if so, to ensure that changes are made to contact details on the register.
- 5 As the table below demonstrates, the newsletter continues to be opened by a very high proportion of those to whom it is sent. Please note the March newsletter has only just been sent so the figures are expected to increase.

Newsletter	Number of intended recipients	Date of despatch	Date of statistical report	% opening email	% of those opening email who went on to CNHC website	Number of emails which 'bounced' back	Number choosing to unsubscribe
1	1,128	30 Nov 09	8 Feb	70%	22% (168)	10	1
2	1,470	22 Dec 09	8 Feb	66%	9% (88)	37	6
3	1,755	29 Jan 10	8 Feb	68%	18% (208)	29	11
4	2,002	28 Feb 10	1 Apr	68%	11% (220)	25	5
5	2,252	31 Mar 10	1 Apr	52%	11% (125)	20	6

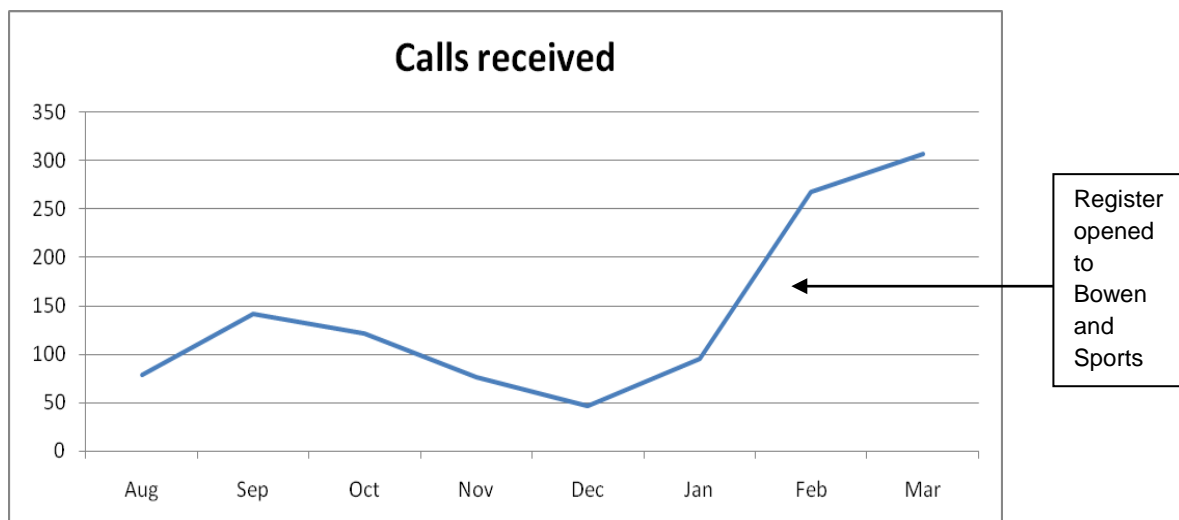
- 6 The following graph illustrates the increasing number of individuals being reached by the newsletter.



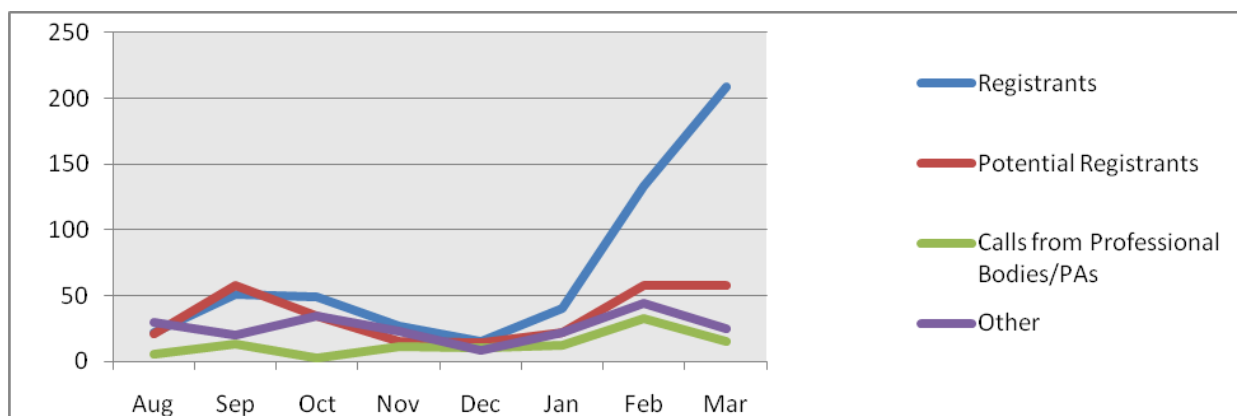
Analysis of calls received

- 7 Telephone message sheets were developed in the early summer and piloted in July before commencing a formal system for logging calls from August 2009 onwards. Key findings are summarised below:

- 7.1 671 calls were received in the 3-month period from January to end March 2010. This does not include the majority of calls received by the Executive Chair and Chief Executive.
- 7.2 As shown in the graph below, the average number of calls received per month was 224, ranging from 96 calls (14% of total calls) in January to 307 calls (46%) in March. This contrasts with the previous 5 months when the average number of calls received was 93.



- 7.3 The number of calls was particularly high in February and March from 'Registrants' and 'Potential Registrants'. The majority of these related to the register opening to Bowen Therapy in February, and a publicity-drive by the Bowen Therapy European Register encouraging its members to register.
- 7.4 Between January and March 2010, the majority of calls received (57%) were from 'Registrants', 21% were from 'Potential Registrants' and 9% were from 'Professional bodies/associations'. The remainder (14%) covered a range of 'Other' issues.
- 7.5 The following graph compares the number of calls received in the different categories between August 2009 and March 2010.



- 7.6 43% of calls from 'Registrants' related to the fast track registration process, problems completing the online registration process or not receiving confirmation of registration or a certificate of registration. 15% of calls from registrants related to enquiries regarding the process for adding an additional discipline to their registration. There were an increasing number of calls relating to the search facility on the website (42%) which was due to the CNHC website announcement email which went out to all registrants in February.
- 7.7 43% of calls from 'Potential Registrants' related to the process for registering, 24% were general enquiries for information or about fees and 14% were related to the requirements for registration and focused on training, courses, qualifications and CPD.
- 7.8 23% of calls from 'Professional bodies/associations' related to a PR enquiry regarding leaflets/articles, 22% related to the registration process, 22% were queries made on behalf of their members, 17% were 'general' enquiries and 17% were about meetings, conferences and events.
- 7.9 20% of 'Other' calls were from health organisations such as the Department of Health and NHS Direct. 16% related to public relations and advertising and 15% were from suppliers.