

## Activities Report for April – end June 2010

### 1. Introduction

- 1.1 This report summarises the activities carried out by the Executive Chair, Chief Executive and CNHC team members between 1 April and 28 June 2010. A summary of website visits, CNHC newsletter statistics and an analysis of calls received between April 2010 – 28 June 2010 is attached at Annex 1. Information on use of the “Check the register” facility and website *news updates* are also included.

### 2. Governance

- 2.1 The following Board and Committee meetings took place:

#### **April:**

##### 2.1.1 Board Meeting (13.4.10)

Full minutes available on CNHC website. Board discussions included:

- Secretary of State announcement on extending regulation
- Verification process
- Committees updates.

#### **June:**

##### 2.1.2 Profession Specific Board (PSB) Meeting (2.6.10)

Lively session with good turnout, including Skills for Health representatives.

Agenda items included:

- CNHC performance updates
- Advertising Guidance (currently with members for comment)
- Verification process and entry requirement standards (PSB members agreed to compile information on NOS and Core Curriculum).

##### 2.1.3 Professional Standards Committee (PSC) Meeting (15.6.10)

As well as regular updates on Board & Committee activities, agenda items included:

- Continuing Professional Development (CPD) project
- Registration of Aspirant Professionals.

##### 2.1.4 Finance Committee Meeting (22.6.10)

Committee discussed, amongst standard items:

- Department of Health funding
- Quarterly Registration Report
- Risk Register
- Annual Report & Accounts.

### **3. Finance**

- 3.1 Management Accounts for April and May 2010 circulated to Finance Committee members.
- 3.2 Government not extending arrangements for CRB & ISA for the time being so no further action required in near future from CNHC.
- 3.3 CNHC received confirmation from Inland Revenue that CNHC registered practitioners would not be exempt from VAT-charges. Current HMRC Legislation sets out the requirements for VAT-exemption stating to be exempt, the practitioner must be classed as a “health professional” ***and*** be “regulated by a statutory body”.

### **4. Register**

- 4.1 Quarterly report on registration numbers for February – end of May 2010 was prepared. The report contains information on registration targets and actual figures, schedule for new disciplines for CNHC registration, action plan for increasing registration figures and includes information on factors currently influencing CNHC registration.
- 4.2 Register due to open to Cranial Sacral, Naturopathy and Reiki in 2010 and CNHC anticipates dates for Hypnotherapy, Healers and Microsystems Acupuncture in early 2011.
- 4.3 Significant improvements were introduced to CNHC’s register in May. Modifications included:
  - 1) An option to enter multiple practice addresses and website address
  - 2) Improvements to postcode fields, catering for new UK postcodes and non-UK addresses
  - 3) All register screens and system-generated emails review, with a number of changes identified to make the registration and renewal process easier
  - 4) An additional screen for fast track applicants was added so applicants can enter their ethnic origin, gender and disability status was also commissioned.

### **5. Website**

- 5.1 CNHC continues to provide weekly news updates and regular publications via its website, useful to both the general public and practitioners.
- 5.2 CNHC’s search engine is a popular element of the website, with over 23,000 searches made on the CNHC register so far this year. Further information on CNHC website hits can be found in Annex 1.

## 6. PR and Marketing

- 6.1 CNHC has issued further monthly electronic newsletters, circulated to all current registrants and those on CNHC's mailing list. Copies now received at the start of each month, with paper copies sent to registrants with no email address.
- 6.2 Communications Report produced by CNHC's Communications Project Officer, Janet Rafferty. Details included information on which media was read by complementary healthcare practitioners (from the nine registerable disciplines) who are **not** registered with CNHC; whether they used the internet and whether there were any commonalities which could help CNHC communicate more effectively with these practitioners. The report is available on request.
- 6.3 Since January 2010, following suggestions from Board and Committee members, CNHC's Public Relations Project Officer, Hazel Russo, has undertaken a number of activities working with many professional associations (PAs) to raise awareness of the CNHC among practitioners. Some initiatives taken forward with the PAs include:
- Providing text about the CNHC for use on websites
  - Providing articles for placement in association journals
  - Working on joint CNHC / PA articles and leaflets (i.e. an article in *Reflexions* – AoR's magazine and an AoR leaflet)
  - Arranging presentations by CNHC representatives at association meetings
  - Providing bespoke support in other areas where possible.
- 6.4 Discipline descriptors for all 9 verified disciplines can be found on CNHC's website under policy and publications, specifically designed for lay people wanting to know what the 'therapies' do.
- 6.5 First twice-yearly PA meeting for 2010 took place on 25 May 2010. With representatives from over 30 PAs, the meeting was also attended by Kate Ling (Department of Health) who reiterated the Department of Health's (DH's) support and confirmed CNHC successfully reached the DH targets. She reiterated the importance of CNHC, stating "*it is very important that if people are using complementary healthcare, they are being treated safely*". Kate Ling confirmed that CNHC is, and would be, the only government-backed complementary healthcare regulator for the UK. Further agenda items included:
- CNHC update
  - Closure of the Foundation for integrated Health (FIH)
  - Update on Herbal & Traditional Chinese Medicine (TCM)
  - Verification procedures
  - NOS
  - Professional input on Board.
- 6.6 To continue to develop relationships with professionals within the sector, CNHC's Executive Chair and Chief Executive attended a number of meetings and events from April – 28 June 2010, including:
- The Central South of England National Association of Complementary Therapists in Hospice and Palliative Care
  - TCM community

- Palliative care commissioners in Northern Ireland
- Complementary health care practitioners in Northern Ireland
- Professor George Lewith, Professor of Complementary Medicine, University of Southampton
- British Reflexology Association AGM
- Thames Valley University
- Holistic Health Conference Birmingham.
- Association of Reflexologists
- Help the Hospices
- The Association of Physical and Natural Therapists Symposium
- Holistic Health
- Skills for Health
- British Association for Applied Nutrition and Nutritional Therapy
- London and Counties Society of Physiologists
- Sports Massage Association
- Department of Health
- Stockton Riverside College Open Day
- House of Lords reception
- British Association of Accredited Ayurvedic Practitioners Symposium.

## **7. Staffing**

- 7.1 The full-time Office Manager appointed April 2010.
- 7.2 Filled Administration Assistant post with 2 part-time staff bringing CNHC's office staff to 7 (2 full-time and 5 part-time).
- 7.3 Trial enquiries system implemented to record telephone enquiries. Information recorded includes: contact details, reason for call and whether any further action is required. Ensures CNHC is able to record and analyse electronically and is able to track and monitor ongoing enquiries.

## **8. Other issues**

- 8.1 The Secretary of State announced in April that he was 'minded' to regulate Traditional Chinese Medicine and Herbs through CNHC. Press Release can be found on CNHC website.
- 8.2 CNHC continues to send The Department of Health activities reports, which include management accounts, registration figures and reports, on a regular basis.

## 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 visits<sup>1</sup> during the last quarter (April-end June 2010) was 15,868/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	April 2010	22,899	763
May 2009	8,512	275	May 2010	17,759	573
June 2009	10,903	363	June 2010	6,947	248
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			
<b>TOTAL</b>	<b>157,653</b>	<b>432</b>	<b>TOTAL</b>	<b>108,403</b>	<b>603</b>

<sup>1</sup> 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	April 2010	4
May 2009	0	May 2010	4
June 2009	4	June 2010	4
July 2009	4		
August 2009	3		
September 2009	3		
October 2009	2		
November 2009	3		
December 2009	2		
<b>TOTAL</b>	<b>25</b>	<b>TOTAL</b>	<b>22</b>

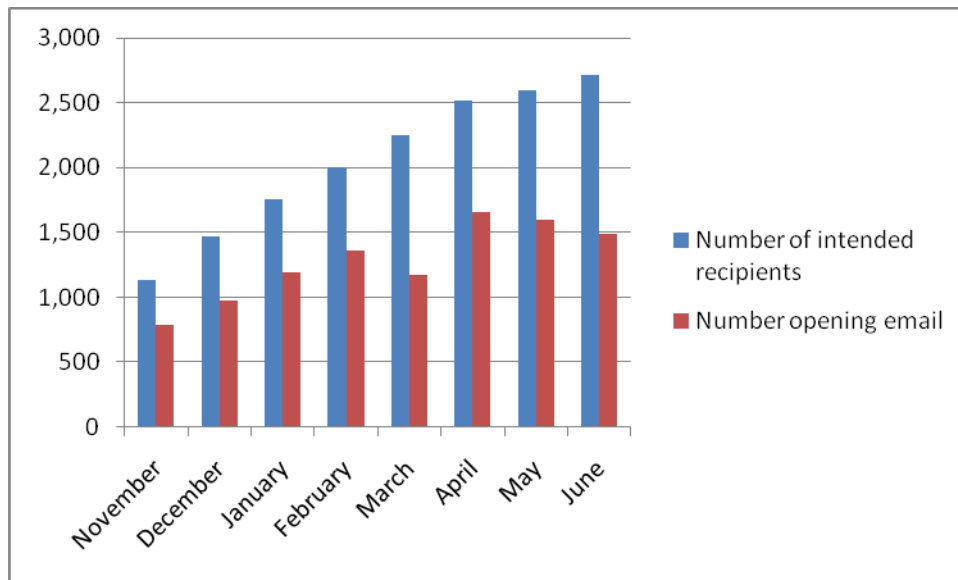
- 3 An analysis of data available on numbers using the “Check the register” facility on CNHC’s website indicates that 39% searched on full name only, 22% on postcode only and 21% on town/city only.

### 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 June newsletter has been sent recently so the figures are expected to increase.

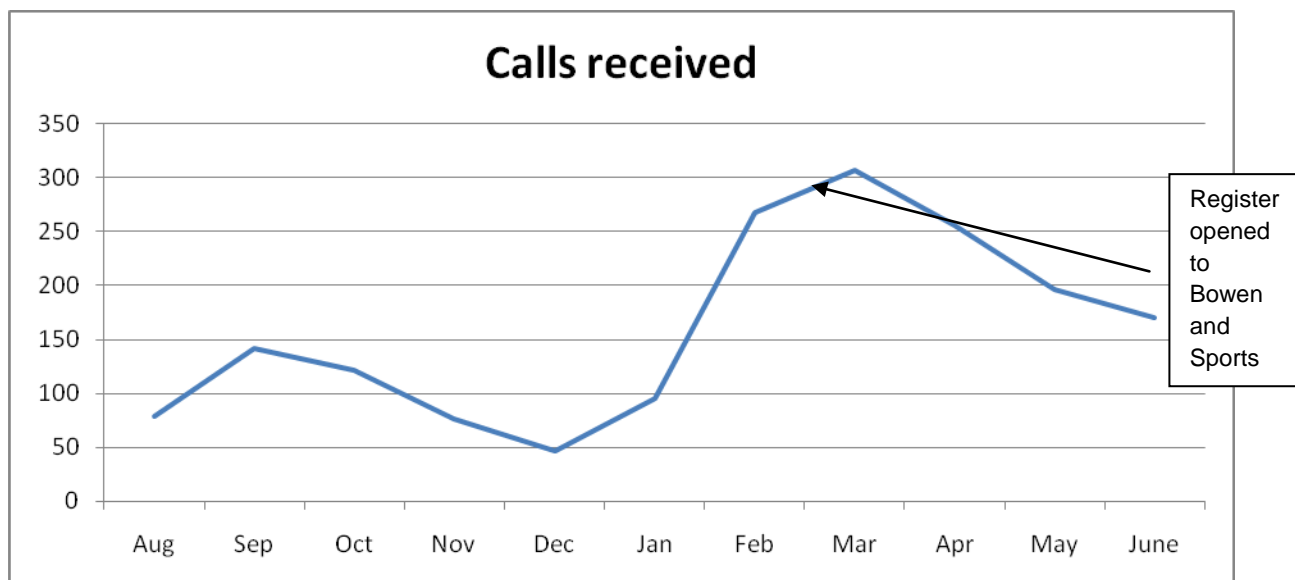
Newsletter	Number of intended recipients	Date of despatch	Date of statistical report	% opening email	% of those opening email who went on to CNHC website	Number of emails which 'bounced' back	Number choosing to unsubscribe
1	1,128	30 Nov 09	8 Feb	70%	22% (168)	10	1
2	1,470	22 Dec 09	8 Feb	66%	9% (88)	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	2,518	30 Apr 10	24 Jun	67%	14% (226)	25	12
7	2,592	21 May10	24 Jun	62%	26% (409)	21	8
8	2,716	16 Jun 10	24 Jun	55%	2% (25)	25	5

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



### Analysis of calls received

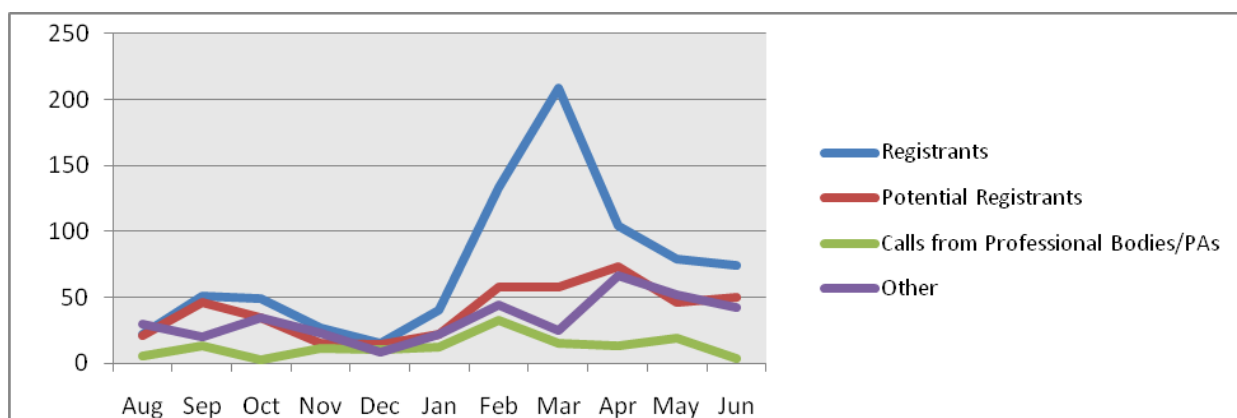
- 7 Telephone message sheets were developed in the early summer and piloted in July before commencing a formal system for logging calls from August 2009 onwards. Key findings are summarised below:
- 7.1 622 calls were received in the 3-month period from April to end June 2010. This does not include the 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 207, ranging from 256 calls (41% of total calls) in April to 170 calls (27%) in June. This contrasts with the previous 5 months when the average number of calls received was 159.



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 April and June 2010, the majority of calls received (41%) were from 'Registrants', 27% were from 'Potential Registrants' and 6% were from 'Professional bodies/associations'. The remainder (26%) 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 June 2010.



7.6 32% 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. 13% of calls from registrants related to enquiries regarding payment of their registration. 9% of calls from registrants related to the use and access of the CNHC Quality Mark.

- 7.7 42% of calls from 'Potential Registrants' were general enquiries for information or about fees and 28% related to the process for registering. 9% were related to the requirements for registration and focused on training, courses, qualifications and CPD.
- 7.8 31% of calls from 'Professional bodies/associations' were 'general' enquiries, 28% related to the registration process, 19% related to a PR enquiry regarding leaflets/articles, 17% were about meetings, conferences and events and 6% were queries made on behalf of their members.
- 7.9 29% of 'Other' calls related to public relations and advertising, 29% related to general enquiries and 10% were from suppliers.

LM  
28 June 2010