



Why is continuous improvement important?
In short, so tomorrow is better than today; and if you stand still, you get left behind.

For business, it means that you are constantly improving your competitive position by improving quality, and other components that are vital to providing a personal service.

Continuous improvement is important to improvement quality of care, reduction in cost.

During the last twelve months, I have attended workshops provided by Business Wales, Centre for business and Torfaen Bridges into Work courses

I have extended my knowledge of therapeutic techniques by attending courses on Muscle Stretches and Kinesiology Tapping

The range of therapies I can offer has expanded by completing an ITEC Aromatherapy course and enrolling onto a VTCT Advanced Sports Massage Therapy course at Herefordshire and Ludlow College.

This qualification relate directly to the role of a sports massage practitioner.

This qualification develops knowledge, in the understanding of anatomy and physiology to work on post-acute injury, pre-existing conditions, dealing with musculo-skeletal, para-tendon injuries, and conducting subjective and objective assessment, providing sports massage techniques to prevent and manage injury, and treatment modalities to support soft tissue repair.

Striving for Continuous Improvement

Roger Daniels of Therapi Tylino abbreviated to TT Massage

The first piece of the continuous improvement process is quickly getting in touch with customers. To provide a five star service I get feedback customers on their massage experience. By making use of feedback, I avoid alienating customers and wasting time.

Getting information and not using it lowers trust, increases frustration, and costs money.

I am committed to providing quality massage treatments in a timely, cost-effective way. Improvement as an ongoing process and not an end result. Problems and mistakes are embraced and used as opportunities for improvement.

Continuous improvement uses a procedure approach. By this approach all treatments can be described, studied and improved based on customer feedback and information. For example, treatment time and repeat treatments are key indicators for therapy improvement.

Identifying, defining and balancing the various customer requirements are my aim. Simply stated, quality is defined by the customers.

An integral component of the process approach involves identifying problems or defects in the process, finding their source and then correcting them. CI often begins with identifying and resolving problems in the early steps of a process because there is a ripple or process-flow effect. Improvements in the early steps of a process have a positive effect on later steps in the process.

The Best of Awards are an indication that continues improvement is a positivize achievement

