



*CAMPT-Certified*  
**Get Started Guide**

Fellows of the Canadian Academy of Manipulative Physiotherapy (FCAMPT)<sup>™</sup> are recognized and respected worldwide as having completed post-graduate training in hands on therapy that meets the standards set forth by the International Federation of Manipulative Physical Therapy (IFOMPT).

Patients look for CAMPT-Certified<sup>™</sup> physiotherapists because we offer advanced clinical expertise and unique training that can help our patients:

- **Get Better** using techniques that meet international standards
- **Recover Faster** since we find and target the root cause with focused treatments
- **Stay Healthier** by educating them about their condition to reduce relapse

FCAMPT is a trademarked and protected title; it is the recognition that you as a physiotherapist uphold IFOMPT's international standards. Further, it sets your skill set apart from other physiotherapists, and recognizes your status as a manual and manipulative physiotherapist.

To raise awareness of CAMPT, the FCAMPT title, and to help promote your unique skill set, we have developed the CAMPT-Certified program. As an active CAMPT member, you automatically have access to this program and are able to leverage all the benefits outlined in this guide.

## The CAMPT-Certified Program

The CAMPT-Certified program has been developed to accomplish the following:

- **To establish the CAMPT brand and build national awareness.**
- **To unify and enhance the promotional and educational efforts of our Fellows.**
- **To distinguish ourselves as unique therapists within the profession.**

To meet these goals CAMPT has developed a new CAMPT-Certified brand as well as a multi-phase marketing plan to build awareness of the program among potential members, patients, and doctors. The use of this brand will set you apart from other healthcare providers as patients learn to look for FCAMPT physiotherapists.

The key elements of this program include:

## THE GET STARTED KIT

When you become a CAMPT member, you will receive our **CAMPT-Certified package** that includes a copy of this guide, your numerically coded seal, advertising stickers, and a USB with digital copies of the logo and other material to help promote yourself and your practice. You can also download a digital version of your numerically coded seal at the members area of the CAMPT website along with the other material.

CAMPT has also developed **patient marketing materials**, which are included in the Get Started kit. These materials will help educate the general public about the meaning of the FCAMPT credentials, your advanced training, your knowledge of evidence-informed practice, your clinical reasoning skills, and the benefits of manipulation.

## THE CAMPT WEBSITE AND SOCIAL MEDIA

The CAMPT website has been revamped and now includes information that explains the benefits of FCAMPT certification to **patients, practioners, and students**. Plans are in place to drive more traffic to the site.

The **search function** on the home page enables patients and practioners find local CAMPT-Certified physiotherapists. **All members are encouraged to provide their professional contact information so they can be added to our listings.**

CAMPT is also building an active presence on Facebook, Twitter and LinkedIn to build awareness of CAMPT and this program.

## TRAINING AND SUPPORT

As a member, you receive access to **low-cost refresher courses**, in many major Canadian cities and a yearly subscription to *Manual Therapy and Physiopedia*.

Networking and marketing opportunities with other members exist at various events.

You, as a member, also have **voting rights** for CAMPT initiatives.

## OUTREACH

CAMPT supports international initiatives that promote manual therapy curriculum in developing countries.

Annually, CAMPT provides research funding assistance to Canadian and internationally-driven projects.

Furthermore, FCAMPTs have opportunities to become a mentor or instructor as part of the certification processes.

## How to Use the CAMPT-Certified Logo

A key component of the CAMPT-Certified program is the logo shown here:



This CAMPT-Certified logo should be placed prominently on your website as an icon to show your certification and to link back to your professional profile on the CAMPT website. This will help patients find you, confirm that your certification is valid, and protect the CAMPT brand. It can also be used on printed material and signage. The artwork can be downloaded from the members area of the CAMPT website or found on the USB drive included in this package.

This section contains the guidelines for use of this logo and how you can help to maintain and improve the strength of the CAMPT-Certified brand. Please follow these guidelines carefully when promoting your CAMPT-Certified status.

### GRAPHIC STANDARDS

1. Use the mark in marketing communications only when promoting your certification.
2. Do not use the mark for company promotions if not ALL members of your staff are CAMPT-Certified physiotherapists. However, use of the logo alongside individual therapist profiles is encouraged.
3. Other rules regarding the logo that are important to note:
  - **SIZE:** the minimum width of the logo should be 3cm. If you increase or decrease the size of the logo, it must be done proportionately.



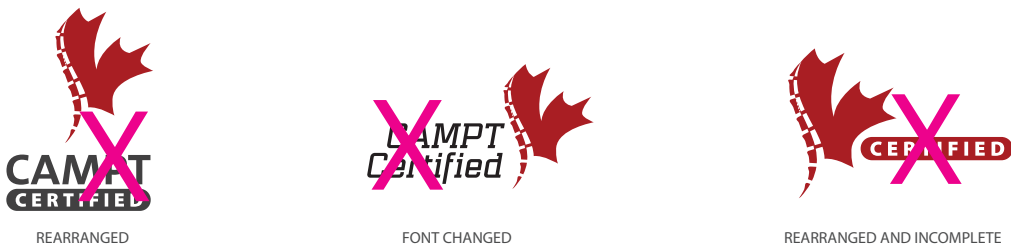
- **COLOR:** the logo is available in full color (red and grey image with black text) or one color (all-black). You can also reverse the one color logo for dark backgrounds. You cannot use other colors as part of the logo.



- **CLEAR SPACE:** The minimum clear space for the mark is 0.5 X where X is the height of the logo. Do not place anything in the clear space area.



**Do not, under any circumstances, alter the CAMPT-Certified logo in any way.** Do not animate, color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions.



## EDITORIAL GUIDELINES

CAMPT plans to invest in raising the awareness and respect for the FCAMPT designation and the CAMPT-Certified brand but we need your help to do it. One critical key to any successful brand is the consistent use of terms. This means that it is critical to be consistent with the presentation of the logo, the words that explain the logo, the words used to describe the brand, and the words used to describe yourself as a Fellow of the CAMPT-certified brand. That's why we are asking **ALL** Fellows of CAMPT to identify themselves, and us all, as a group of strong and proud members in the following way:

When using the word CAMPT-Certified in headlines or copy, always use it as a hyphenated word with CAMPT all caps and Certified with an uppercase C.

When you talk about CAMPT-Certified, you should use the suggested messaging below to explain it:

- **SHORT VERSION:** CAMPT-Certified physiotherapists offer clinical expertise from advanced training to help our patients get better, recover faster and stay healthier.
- **LONG VERSION:** CAMPT-Certified physiotherapists are Fellows of the Canadian Academy of Manipulative Physiotherapy (FCAMPT) that have completed post-graduate education and attained internationally-recognized qualifications in hands-on therapy. We provide focused treatment based on research-guided techniques that speed up patient recovery while educating them about their condition to reduce the risk of relapse.

In marketing communications, the trademark (™) symbol must follow use of the word the first time and you should also add the following text to the document or website with the copyright or other legal text: CAMPT-Certified is a trademark of the Canadian Academy of Manipulative Physiotherapy and is used with their permission.

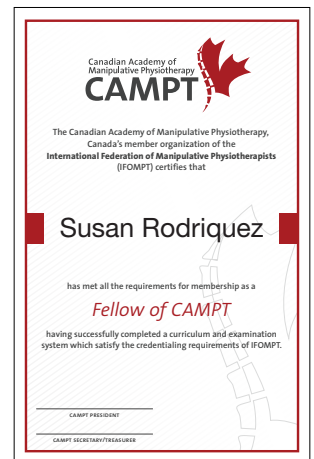
## Other Ways to Market Yourself as CAMPT-Certified

As mentioned above, we have developed a CAMPT-Certified Get Started kit (this guide) that you receive when you become a member. This kit will help you quickly begin to market your certification.

Here are a few ideas to get started:

- **Add the CAMPT-Certified logo to any material you have created to promote yourself.** This includes business cards, letterhead, brochures, and other items. We also recommend you use FCAMPT after your name on any of these promotional materials.
- **Link to the CAMPT site.** When you add the CAMPT-Certified logo to your website, email signature, or any other online platforms, we suggest that you link the logo back to the CAMPT website. To do this, use the following URL format ( <http://manippt.org/therapist-bio.php?id=XXX> ) and be certain to use your unique FCAMPT number in place of the XXX on the URL. Your unique number can be found on your professional seal. By linking the CAMPT-Certified logo back to the CAMPT website in this way, patients and other practitioner can validate your certification. Anyone attempting to use the logo and link without a valid FCAMPT number will receive an error page.

- **Provide the Administration Education Cheat Sheet to your staff.** Admin staff are critical to patient satisfaction, service promotion, and education about your business and the skills of you clinicians. The Cheat Sheet provided on the USB will assist your staff and improve communication about your CAMPT-Certified credentials.
- **Use the CAMPT-Certified seal you received in the package on any official correspondence with colleagues, referral sources, legal representatives, 3rd party payers, or any other official documents.** These professional seals are an identifiable status symbol and held in high regards by numerous autonomous professions. Each seal has been numerically customized to its owner, which enhances the legitimacy of the documents, confirms your active certification, and reinforces the legitimacy of the program.
- **Utilize the patient education content that we have created,** as well as the CAMPT website, to augment your own patient/practitioner education materials regarding the benefits of visiting a CAMPT-Certified physiotherapist. The pamphlets and brochures included in your Get Started kit can easily be reprinted using the digital file on the USB provided.
- **Use the stickers that have been included in the Get Started kit.** The stickers have been produced so they can be used on your office door or other areas of the workplace to reinforce your certification and promotion of the brand. More copies can be ordered from the members area of the CAMPT website.
- **Display an up to date FCAMPT certificate. The FCAMPT certificates have been updated with the new branding in 2016.** You can order a new copy of your certificate for a more consistent look on the member website.
- **Connect with us on social media** (Twitter/Facebook/LinkedIn) and we'll follow you back so we can share each other's content from these platforms and magnify the reach. We also encourage you to link to our newsletter so that your patients can receive information that is relevant to their health, wellness, and lifestyle.



All the materials in the kit are free to use so long as the guidelines outlined in this document are followed. If you want to make changes to any of the material, such as the brochures, other than adding your name and contact information, you'll require CAMPT approval. Under no circumstances can you modify or create a new logo as outline above.

Advertising standards have been created by each of your individual colleges and it's important to respect these standards when promoting yourself as a CAMPT-Certified physiotherapist. When CAMPT developed the new brand, it discussed and reviewed the advertising standards with each of the provincial colleges before embarking on the development of this awareness campaign. The CAMPT-certified brand, as outlined herein, respects and upholds these standards. It is imperative that you, as a CAMPT-Certified physiotherapist, do not go beyond these guidelines in any capacity. Moreover, it is strongly suggested that you yourself review the advertising standards of your college to ensure that you, and your practice, respect these advertising policies.

## Contact Information

If you need any additional program resources or have questions about how to use them, visit the CAMPT member website at [www.manippt.org/members](http://www.manippt.org/members) or email [campt-certified@manippt.org](mailto:campt-certified@manippt.org).

## About CAMPT

The Canadian Academy of Manipulative Physiotherapy (CAMPT) is a professional organization of physiotherapists who have completed post-graduate training in hands on therapy treatment techniques that meet the International Federation of Manipulative Physical Therapy (IFOMPT) standards. We help anyone with joint or movement conditions that impact their ability to do what's important to them. By delivering research-guided physiotherapy care, our patients get better, recover faster and stay healthier so they can be active in the things they love to do.

For more information, visit <http://manippt.org/index.php>. You can also follow us on Twitter, LinkedIn, and Facebook.