



Welcome to the Practitioner outreach pack

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Step-by-Step Outreach Guide for practitioners



Step 1: Build a local list

Identify 10-20 suitable organisations: care homes, nursing homes, dementia cafés, carers' centres, retirement living schemes, community wellbeing teams and local charities.



Step 2: Find the right contact

Look for the care home manager, activities coordinator, wellbeing lead, dementia care lead or administrator. Avoid sending vague messages to general inboxes if you can find a named person.



Step 3: Prepare your short introduction

Use clear clinical language: Level 5 Clinical Reflexologist, specialising in Duopody®, anatomy-led, both feet treated simultaneously, supportive wellbeing alongside care.



Step 4: Make first contact

Send a concise email, then follow up by phone 3-5 working days later. Ask who oversees wellbeing activities or visiting therapists.



Step 5: Offer a low-risk first step

Suggest a short introductory call, a taster visit, a staff wellbeing demonstration or a resident wellbeing clinic pilot.



Step 6: Discuss practicalities

Clarify consent, safeguarding, infection control, room setup, session length, payment route, insurance requirements, resident suitability and record keeping.



Step 7: Follow up professionally

Send a thank-you email, attach the flyer, propose 2-3 date options and keep the tone warm, boundaried and non-pushy.



Reflexology on Another Level

Step-by-Step Outreach Guide (Steps 1-4)

Step 1: Build a local list

Identify 10–20 suitable organisations within your travel radius

- ☐ Residential Care Homes & Nursing Homes
- ☐ Dementia Cafés & Carers' Centres
- ☐ Retirement Living Schemes
- ☐ Community Wellbeing Teams & Local Charities

Step 2: Find the right contact

Connecting with the specific decision-maker significantly increases your success rate.

- ☐ Search the facility website or LinkedIn for the Activities Coordinator or Wellbeing Lead.
- ☐ Identify the Care Home Manager or Administrator.

Tip:

If a name isn't listed, call the reception and ask: "Who oversees wellbeing activities and visiting therapists?"

Step 3: Prepare your short introduction

Use clinical, anatomy-led language to distinguish your practice as a professional healthcare service.

- ☐ Key Terminology: Level 5 Clinical Reflexologist.
- ☐ Specialism: Duopody® (Anatomy-led, both feet treated simultaneously).
- ☐ The "Why": Supportive wellbeing alongside existing medical/nursing care.

Step 4: Make first contact

Consistency is key. Use a multi-touch approach to stay on their radar.

- ☐ **Email:** Send a concise introductory email (see template on Page 6).
- ☐ **Follow-up:** Set a reminder to call 3–5 working days later if you haven't had a response.
- ☐ **Goal:** Aim to book a brief introductory chat or a taster demonstration.

Practitioner Tip:

Always record the name of the person you spoke with and the date of contact to maintain a professional follow-up schedule.

Step-by-Step Outreach Guide (Steps 5–7)

Step 5: Offer a low-risk first step

Don't ask for a long-term contract immediately. Suggest a small, manageable entry point to demonstrate the value of Duopody©

- ☐ **Introductory Call:** A 10-minute discovery call to answer manager questions.
- ☐ **Taster Visit:** A 2-hour session for a few residents or staff members.
- ☐ **Staff Demo:** A short demonstration during a team meeting or wellbeing day.
- ☐ **Pilot Clinic:** A one-off "Resident Wellbeing Clinic" to gauge interest.

Step 6: Discuss practicalities

Professionalism is found in the details. Ensure you address these logistical points early to build trust with the home manager.

- ☐ **Consent & Safeguarding:** Clarify how consent is recorded and follow their safeguarding policies.
- ☐ **Infection Control:** Confirm your hygiene protocols match the home's requirements.
- ☐ **Room Setup:** Discuss where treatments will happen (e.g., bedside or a quiet lounge).
- ☐ **Admin:** Confirm payment routes (is the home paying, or the families?) and insurance requirements.

Step 7: Follow up professionally

Keep the momentum going without being pushy. Your tone should be warm, clinical, and bounded.

- ☐ **Thank You:** Send a follow-up email within 24 hours of a call or meeting.
- ☐ **Resources:** Re-attach your flyer and practice information
- ☐ **Call to Action:** Propose 2–3 specific dates for the taster session or pilot.
- ☐ **Record Keeping:** Ensure your session record templates (Page 8) are ready for use.

Practitioner Tip:

Care homes are busy environments. If you don't hear back, it's rarely a "no" - it's usually just a "not right now." A polite check-in every few weeks is professional, not pestering.

Build a local list

Organisation Name	Type of Care Setting: Care Home, Café..	Key Contact Name & Role	Contact Info (Email/Phone)	Notes & Follow-up Actions
1				
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Reflexology on Another Level

Introductory Email Template

Subject options:

- Wellbeing Support for Residents and Staff
- Duopody® Clinical Reflexology for Care Home Wellbeing
- Gentle Clinical Reflexology Support for Residents and Carers

Content:

Dear [Name],

I hope you are well. My name is [Practitioner Name] and I am a Level 5 Clinical Reflexologist specialising in Duopody®.

I am contacting local care homes during Alzheimer's & Brain Awareness Month to introduce Duopody® Clinical Reflexology as a gentle, anatomy-led wellbeing option for residents, family carers and/or staff.

Duopody® treats both feet simultaneously to reflect the systems of the body in real-time. It is a structured clinical reflexology approach that may support relaxation, comfort, nervous system regulation and physical tension release. It does not replace medical, nursing or dementia care; it works alongside existing support.

Before any treatment, I complete appropriate safety and hygiene checks, including visual observations for varicose veins, infections, cuts, abrasions and areas requiring adaptation or avoidance. I also follow the home's consent, safeguarding and infection control requirements.

I would be very happy to discuss a short taster visit, resident wellbeing clinic, staff wellbeing session or monthly visiting practitioner arrangement.

Would you be the right person to speak to about this, or could you point me towards your activities coordinator, wellbeing lead or care home manager?

Warm regards,

[Practitioner Name]

Level 5 Clinical Reflexologist specialising in Duopody®

[Clinic/Business Name]

[Phone]

[Email]

[Website]

Phone Script

Hello, my name is [Name]. I am a Level 5 Clinical Reflexologist specialising in Duopody®.

I am contacting local care homes because I offer gentle, clinical reflexology sessions designed to support relaxation, comfort and wellbeing for residents, carers and staff.

Could you tell me who would be the best person to speak to about wellbeing activities or visiting therapists?

If they ask what Duopody® is:

Duopody® is an anatomy-led form of clinical reflexology where both feet are treated simultaneously. Because it is structured around reflected anatomy, it works as a highly effective, supportive wellbeing therapy alongside a resident's existing care.

If they are interested:

Would it be helpful if I emailed a short flyer and a couple of possible taster visit options?

If they are not sure:

That is absolutely fine. I can send a brief overview for your manager or activities coordinator to look at whenever it's convenient for them

Post-Call Follow-Up Email

Subject:

Lovely speaking with you / Clinical Reflexology at [Care Setting]

Content

Dear [Name of Contact],

Thank you so much for taking the time to speak with me [today / yesterday]. It was lovely to learn a bit more about [Care Setting] and how you currently approach wellbeing activities for your residents.

As promised, I have re-attached my Duopody® leaflet and practice information to this email for your reference. These outline my Level 5 qualifications, professional insurance, and how this unique, dual-foot clinical reflexology can gently support your residents and hard-working care staff.

I would love to arrange a short pilot or taster session so your team and residents can experience the benefits firsthand. To keep things simple, would any of the following dates suit your schedule for a brief visit?

- [Option 1: e.g., Tuesday 2nd June, Morning]
- [Option 2: e.g., Thursday 4th June, Afternoon]
- [Option 3: e.g., Wednesday 10th June, Morning]

If another date works better for your home's routine, please do let me know.
Thank you again for your time, and I look forward to hearing from you.

Warm regards,

[Your Name]
Level 5 Clinical Duopody© Reflexologist
[Your Phone Number]

Pricing and Package Guide

Setting your rates professionally ensures sustainability for your business while providing clear value to the care home. Use these structures as a guide and adjust based on your location and overheads.

Package	Typical Length	Best For...	Example Pricing
Introductory Taster Visit	2 Hours	Short 15-20 min sessions for residents/staff.	£90 - £140
Half-Day Wellbeing Clinic	3 Hours	Up to 6 short sessions or 4 longer sessions.	£150 - £220
Full-Day Care Home Clinic	5-6 Hours	Regular resident sessions with breaks/admin.	£280 - £400
Monthly Wellbeing Clinic	Recurring	Continuity and regular resident support.	Retainer Rate
Staff Wellbeing Add-on	30-90 Mins	Quick sessions before or after resident clinic.	Add-on Fee
Private Resident Session	30-45 Mins	Booked directly by family (with home approval).	Standard + Travel

Critical Pricing Notes for Practitioners

Before confirming any booking, ensure the following practicalities are agreed upon in writing:

- ☐ **Who is the Paying?** Is the invoice going to the care home budget, the individual resident, the family, or staff members?
- ☐ **Minimum Booking:** Do you require a minimum of 3 hours to make the travel viable?
- ☐ **Cancellation Policy:** What is the notice period? (e.g., 24 or 48 hours).
- ☐ **Travel Costs:** Are these included in the block rate or charged as an additional mileage fee?

The "Value" Conversation

When discussing price with a manager, focus on the benefits to the home:

- ☐ **Staff Retention:** Wellbeing sessions for staff can reduce stress and burnout.
- ☐ **CQC / Inspection Evidence:** Providing visiting therapeutic services looks excellent in wellbeing reports.
- ☐ **Family Reassurance:** Families appreciate knowing their loved ones have access to high-quality clinical reflexology.

Practitioner Tip:

Don't be afraid to charge fairly for your Level 5 expertise. Your clinical training and the specialised nature of Duopody® provide a high-value service that goes beyond a standard relaxation treatment.

What to Take to a Care Home Meeting

Preparation is key to a successful professional introduction. Use this checklist to ensure you have all your resources organised before you walk through the door.

Essential Documentation

Having these ready demonstrates your clinical professionalism and adherence to industry standards.

- ☐ **Care Home Flyer / Poster:** A high-quality printed copy for the manager or noticeboard.
- ☐ **Professional Biography:** A short summary of your experience and qualifications.
- ☐ **Proof of Qualification:** Your Level 5 Clinical Reflexology certificate.
- ☐ **Insurance & DBS:** Valid insurance certificate and your Enhanced DBS check (if applicable).

Clinical & Administrative Tools

Show the home exactly how you manage resident care and session tracking.

- ☐ **Example Session Record:** A blank copy of your Resident/Staff Session Record (Page 8).
- ☐ **Pricing & Packages:** A clear sheet outlining your clinic rates (see Page 5 for guidance).
- ☐ **Sign-Up Sheet:** A simple expression-of-interest form for the staff or residents (Page 9).
- ☐ **Policy Overviews:** A brief explanation of your approach to Consent, Capacity, and Safeguarding.

Professional Presentation

- ☐ **Business Cards:** Clear contact details and your website/booking link.
- ☐ **The "Duopody[®] Explained":** Information on what Duopody[®] is (see March practitioner downloads)
- ☐ **Diary/Planner:** Have 2–3 specific date options ready for a potential taster visit.

The "Plain English" Introduction

If you are asked to introduce yourself on the spot, use this structured script:

"I am a Level 5 Clinical Reflexologist specialising in Duopody[®], an anatomy-led method where both feet are treated simultaneously to reflect the systems of the body in real-time. I am here to explore whether gentle clinical reflexology could support relaxation, comfort, and wellbeing for your residents, carers, or staff."

Practitioner Tip:

Keep these documents in a professional folder. Handing over a neat, organized "Practitioner Pack" to a manager makes it much easier for them to say "yes" to a pilot session.



Duopody[©] Clinical Reflexology Wellbeing Sessions

Gentle, anatomy-led clinical reflexology to support relaxation, comfort and nervous system regulation.

Duopody[©] treats both feet simultaneously to reflect the systems of the body in real-time.

Sessions are delivered by a Level 5 Clinical Reflexologist and adapted to the needs of the individual.

Book Your Treatment

Care Setting Session Checklist

Here is a comprehensive checklist for your first session, incorporating all your required equipment, professional paperwork, and a few additional essentials tailored for working in care environments.

Equipment & Adaptability

- ☐ Reflexology chair & therapist stool
- ☐ Clipboards & pens
- ☐ Reflexology balms / waxes (It is a good idea to have a nut-free and a completely unscented option available).
- ☐ Towels and muslin cloths
- ☐ Cushions & pillows (Crucial for adapting positions to support resident comfort).

Client & Administrative Paperwork

- ☐ Client Scheduler list
- ☐ Client Duopody® Treatment Notes sheets
- ☐ Blank consent forms (In case a family member or power of attorney needs to sign on the day, or for last-minute staff additions).

Professional Credentials & Compliance

- ☐ Copy of your insurance certificate
- ☐ Qualification certification (Level 5)
- ☐ DBS certificate (Care settings will almost always ask to see this on your first visit).

Marketing & Aftercare

- ☐ Duopody® leaflets
- ☐ Aftercare leaflets
- ☐ Business cards

Recommended Extras for Care Settings

- ☐ Antibacterial hand gel / sanitiser & wet wipes (For quick hygiene between treatments without needing to leave the room to find a sink).
- ☐ A professional name badge (Crucial in care environments so residents, staff, and visitors can easily see who you are).
- ☐ A water bottle for yourself (It's easy to get dehydrated when moving between rooms or wards).
- ☐ A smart folder or plastic wallet (To keep all your certificates crisp, clean, and easily presentable to the home manager upon arrival).

Note on Adaptability:

While a standard setup works great for mobile individuals, treatments can be fully adapted for each resident. You can seamlessly deliver care wherever they are most comfortable - whether in their own armchair, a wheelchair, or at their bedside.

Client Scheduler

Name	Resident / Staff / Family Carer	Preffered time	Mobility / access notes	Consent confimed	Staff Initals
1					
2					
3					
4					
5					
6					
7					
8					
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10					
11					
12					
13					
14					
15					
16					
17					
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19					
20					

Client Duopody[®] Treatment Notes

Name

Date

☐ Restient

☐ Staff

☐ Carer

Staff Member present?
☐ Yes name (s):
☐ No

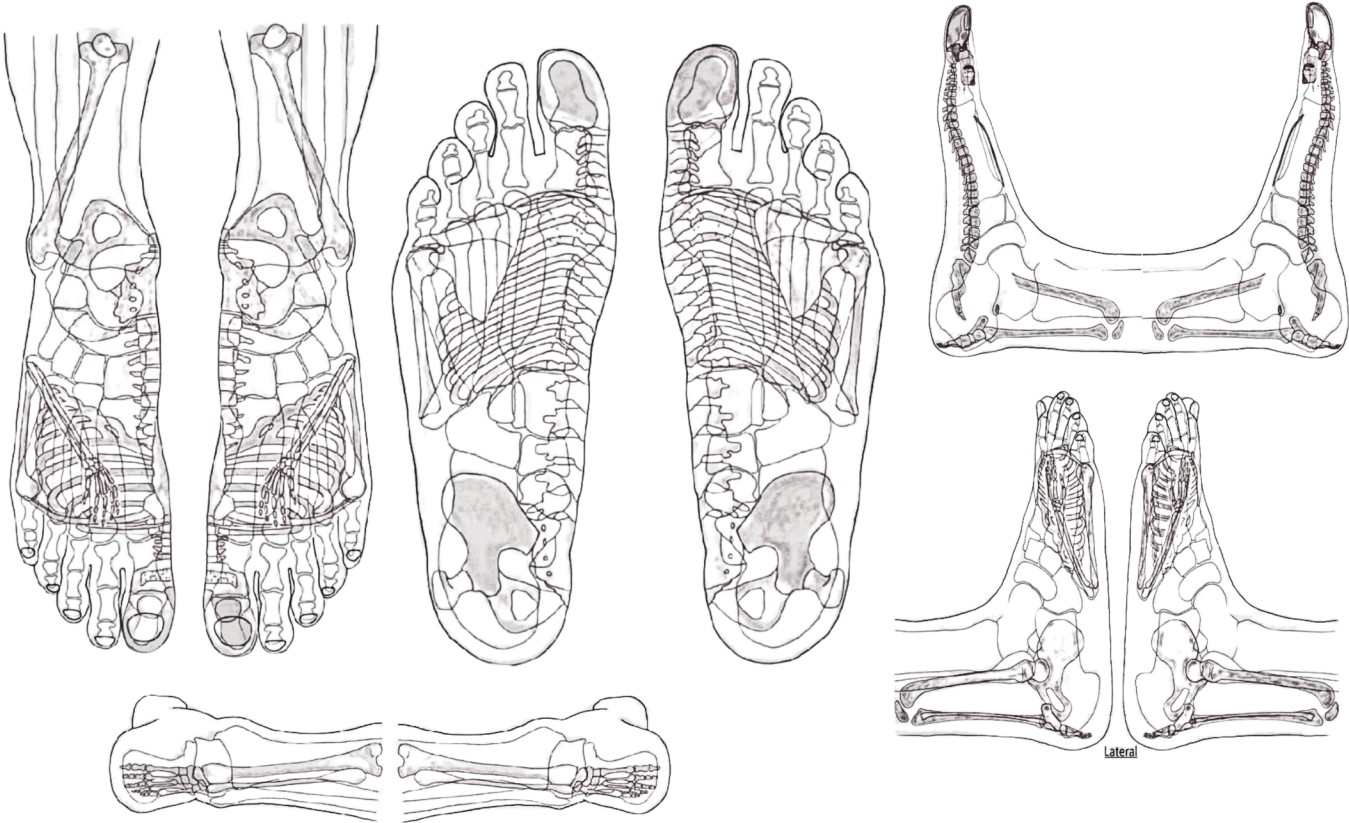
Start time:

End time:

Consent confirmed by:

Visual observations before treatment:

Areas to be avoided / adapted:



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General response during/ after treatment:

Follow up notes:

Practitioner name/ signature

Client / Chaperone signature