



## **Practicing Kinesiology in my own private practice – How do I get started?**

By: Kathlyn Hossack, Kinesiologist.

Have Do you know where to find a Kinesiologist, in private clinics, in clinics with other health professionals? Do you know how they got started?

Kinesiologists are highly trained in exercise prescription, injury rehabilitation, health education, and athletic training. In my practice I offer training services, chronic pain management and injury rehab, as well as health coaching/lifestyle change coaching services.

With the growing body of evidence on the critical importance that exercise and physical activity plays in the prevention and management of chronic disease and injury, Kinesiologists are becoming key members of health care teams.

As University-educated health professionals, Kinesiologists apply exercise and movement science to promote health and wellbeing; prevent, manage and rehabilitate injuries; treat illness and chronic disease; restore function, and optimize human performance in the workplace, clinical settings, sport and fitness

Kinesiologist may be practicing in different places such as private clinics or clinics with other health professionals. However there are also those that have their own practice.

I chose to start my own practice because.... Kinesiology is a multi-faceted skill set that I wanted to make accessible in a variety of ways to the public and other health care practitioners. Running my own business allows me to serve a larger population and adapt to each client. It also allows me to build awareness of the scope of practice of Kinesiology through education, networking with other businesses, and working closely with up and coming Kinesiologists.

Starting a business isn't for everyone, and it comes with some challenges. Starting a business in a province where Kinesiology is still fairly new adds to those challenges. In the beginning, you would have found me in events speaking on public awareness to help people understand why Kinesiologists are different from other practitioners and how we fit into the healthcare team. Whether it's an athlete looking to improve their performance, a senior wanting to prevent falls, someone recovering from surgery or a motor vehicle accident, or those with overuse or postural dysfunction injuries- I made sure I had something to offer everyone who may walk through the doors.

When networking with other healthcare professionals such as doctors, I focus on bringing their awareness to the level of education we hold as professional level Kinesiologists. The successful meet between a patient and a Kinesiologist is often initiated by the most important tool every business has is word of mouth. So, ask to be referred by physician or other health providers and...relate a good experience of having been well taken care of by a Kinesiologist to friends and family.

Kinesiologists are Key Members of Health Care Teams. Tell your clients to ask for a referral from your physician.