

Project 5: Cognitive Muscular Therapy for People with Knee Osteoarthritis

REASON FOR FUNDING:

In order to drive long-term adoption of CMT within the NHS and private physiotherapy sectors, it is essential that we can understand the training needs of physiotherapists. We also need to understand the factors that could motivate physiotherapists to attend a CPD course and to start using CMT in their clinical practice. Positioning of the CMT intervention within the already complex array of physiotherapy techniques will require us to create a strong brand identity. Associated with this brand will be a recognised training programme and digital tools to support deliver, such as 3D animations.

USE OF FUNDING:

Working with a local animation studio (Kilogramme) and Salford Studio, we have extended our portfolio of 3D animated videos. Each video is now approximately 1 minute in length, explains a specific concept related to CMT and includes a voice over. The videos have a consistent look and feel, include our new branding profile and are appropriate for commercialisation.

By employing the physiotherapist who worked on the original NIHR project, we carried out a consultation with both NHS and private physiotherapists. This allowed us to understand training needs and identify barriers/facilitator to the longer-term adoption of CMT.

Working with Salford Studio, we explored different branding profiles which would be appropriate for our animated videos. We also created an externally facing website: <https://hub.salford.ac.uk/cognitive-muscular-therapy/> and set up a form for physiotherapists to register their interest in CMT.

OUTCOMES AND FUTURE IMPACT:

We have been awarded £258K from the NIHR to carry out a clinical trial to assess the potential of CMT as a treatment for people with knee osteoarthritis who do not respond to conventional physiotherapy. The newly created videos will form an integral part of the CMT intervention and undoubtedly played a role in our funding success. Based on feedback from physiotherapists, we have mapped, and started to develop, a physiotherapist CPD course. Again, the newly created videos will form a key part of this course.

Feedback from physiotherapists was very positive with one NHS physiotherapist commenting that CMT could be “the future of the profession.” However, while all physiotherapists felt CMT to be very highly novel, some adaptations were identified which, if addressed, could drive wide-scale uptake across the private physiotherapy sector. These modifications primarily focus on the need to extend application to other chronic pain conditions and to create an implementation of CMT which does not require expensive muscle biofeedback equipment. We plan to work on these modifications over the coming 12 months and are confident that this will enable us to generate considerable interest in our CPD course and deliver a financial return to the university.