

Essex Physio Blog To Educate Visitors On Common Musculoskeletal Conditions

The team at Chelmsford-based clinic Stretch Physiotherapy are working to transform their online blog into a comprehensive source of information for those who are struggling with a musculoskeletal injury or condition.

February 10, 2013 (FPRC) -- The team at the clinic have announced plans to establish Stretch Physio's blog as a platform that can help patients identify and manage various muscle or joint problems.

Staff at the company have worked hard in recent months to build an archive of blog posts that have been specifically written to inform and educate patients about a number of common musculoskeletal complaints, ranging from temporary neck pain, (perhaps as a result of a whiplash injury), to chronic osteoarthritis.

With more and more patients turning to the web for clear health advice, Stretch's Clinical Director Ellie Searle wants her company to gain a reputation in the local area as a credible resource for those looking to complement conventional medical treatments with professional physiotherapy advice.

"Put simply, we want to focus on creating short, bite-sized blog posts that can be easily digested by readers with little to no medical knowledge," she says.

"We think that writing blogs on a variety of topics is a great way to introduce our potential patients to the range of treatment programmes we offer. Many people feel intimidated by contacting a physiotherapist, or perhaps feel that our services won't benefit them, so we want to convince those that suffer from musculoskeletal conditions or injuries that there are evidence-based treatment options available that have been proven to alleviate symptoms and help get them back on their feet much faster.

"We're also focusing on adding fresh content to our site to help boost our online marketing campaign, as we appreciate that publishing more posts via our website could lead to wider exposure, particularly within the search engines," she adds.

Aside from articles that detail the symptoms and treatment approaches, the specialist physiotherapists from Stretch will of course be publishing blogs that give the reader information on the company's latest news and ventures. Please visit Stretch Physio's website for more information.

Stretch Physiotherapy and Pilates is based in Chelmsford, boasting a wide range of musculoskeletal physiotherapy expertise in their well equipped private clinic. In addition to offering specialist physiotherapy, the team also offer massage treatments, acupuncture and one-to-one Pilates training. More information can be found at <http://www.stretchphysio.co.uk>.

Contact Information

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