

RELATIONSHIPS AND REFERRALS: A PERSONAL TRAINER'S GUIDE TO DOING BUSINESS WITH THE MEDICAL COMMUNITY

AUTHOR: ANTHONY B. CAREY

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"Relationships and Referrals" is an excellent book to get you started on understanding the post-rehab exercise field. Mr. Carey does an excellent job of promoting the field and outlining the credentials needed to work in it. I especially appreciated the chapter on "Professional Preparation" which clearly outlines the various certifications to obtain appropriate training to work with special populations. Working in the post-rehab field or more broadly defined as special populations is not for everyone, it requires additional training and attention to detail.

One of the most unique aspects of the book for me was the clarity in which Mr. Carey was able to communicate what health care providers are looking for when referring a patient to a personal trainer. It includes detailed information on how to contact medical professionals, tips on appropriate documentation, appropriate marketing materials to seek referrals, and clear definitions on scope of practice. His most important message is that health care providers will only refer patients to people whom they know and trust. How does a physician get to know you when it is impossible to get past the "gate keeper" at the front desk? Mr. Carey explains to the reader the world from the physician's perspective and gives solid solutions on how to work with physicians in their world, on their terms. His experience in working with medical referrals is evident in the many solutions and pearls of knowledge he is able to share in his book. I also found the appendices at the end of the book helpful as they included a starting checklist and several sample letters.

As the population continues to age, programming opportunities for post-rehab and special populations continue to expand. "Relationships and Referrals" is an easy-to-read and well-written book that gets directly to the point with usable and practical information (my favorite type of book). It delivers on its title and shows personal trainers the active steps required to gain referrals.

By: Sandra Starrett



Anthony Carey will be in Vancouver May 26 & 27th 2007 to present his workshop, "Foundations for Function." For information contact Rick Kaselj of Healing through Movement @ www.healingthroughmovement.com or (604) 532-5248.

Sandra Starrett is owner of Physical Expressions Training & Educational Resources. She is a personal trainer, a group fitness instructor, an aquatic fitness leader, and TFL for Aquatic fitness.

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