



Innovative physiotherapist nominated for business achievements

(OTTAWA, ON., 14 March, 2011) - Nepean's Wendy Rogers, the founder and owner of Access at Home Physiotherapy, has become one of three finalists in the "professional" category of the Ottawa Women's Business Network Businesswoman of the Year competition.

It is the first time a physiotherapist has been honoured by this selection. "It is a privilege for me to even be considered among the two other finalists, and even more satisfying to see the work done by our team of 15 highly-skilled registered physiotherapists recognized. With their diverse range of professional specialties, they help people every day," Ms. Rogers said.

The other two finalists are Jocelyne Lafreniere, CA, a partner with KPMG and Susan St. Amand, founder and president of Sirius Financial Services.

Wendy Rogers registered Access At Home Physiotherapy in 2001, evolving it into a full-time business in 2004 with a determination to provide superior care and achieve improved outcomes for patients in their own homes. This team of registered physiotherapists covers the full spectrum of specialties: geriatrics, paediatrics, general rehabilitation (accident or medical issues), multiple sclerosis, Parkinson's disease, stroke and chronic obstructive pulmonary disease. Ms. Rogers is passionate about her profession and reinforces that quality physiotherapy interventions invariably reduce in-home accidents and facilitate earlier hospital discharge, allowing those with simple or complex disabilities to participate in rehabilitation programs at home, lessening the pressure on expensive hospital beds.

She and the "Access" team grew frustrated by the constant erosion of service in the public system, which increasingly seemed more interested in statistics than quality care: visits by unskilled caregivers rather than physios. Short sessions and class work provided by non-regulated health professionals are beneficial for general mobility but hardly represent what most physiotherapists do.

"Physiotherapists in my group have numerous credentials earned from extensive postgraduate and continual education. Cuts in the public system did not allow them to apply the diverse skills they had earned and job satisfaction was low. Effective physical rehabilitation takes time for teaching and learning but - more importantly - for the body to respond to the appropriate techniques so the personal goals can be attained," Ms. Rogers said. "More than ever, people are managing their own care, retaining professional help as appropriate."

The Businesswoman of the Year awards will be presented at a gala event April 28, 2011. For more information about the Women's Business Network of Ottawa and this competition, please visit www.womensbusinessnetwork.ca.

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