

# iUCT26 – Introduction to clinic services and business awareness for complementary therapies

URN – A/617/4341

**Guided Learning Hours: 45**

Learning outcome	Assessment criteria	Taught content to include
LO1 Know how to offer complementary therapies within a business environment	1.1. Describe the different complementary therapy business models	<ul style="list-style-type: none"> <li>• Sole trader</li> <li>• Partnership</li> <li>• Limited company</li> <li>• Home visiting</li> <li>• Franchise</li> </ul>
	1.2. Identify the resources needed to offer well known therapies	<ul style="list-style-type: none"> <li>• Premises</li> <li>• Treatment areas</li> <li>• Treatment equipment – couches, stools, trolleys etc.</li> <li>• Products</li> <li>• Implements</li> <li>• Consumables</li> </ul>
	1.3. State the requirements of an environment where complementary therapies are offered	<ul style="list-style-type: none"> <li>• Heating</li> <li>• Lighting</li> <li>• Ventilation</li> <li>• Plumbing</li> <li>• Flooring</li> <li>• Interior décor</li> <li>• Layout</li> <li>• Waste disposal and general hygiene facilities</li> <li>• Laundry</li> <li>• Storage</li> <li>• Reception</li> <li>• Equipment</li> </ul>

		<ul style="list-style-type: none"> <li>• Consumables</li> </ul>
	1.4. Describe the methods of promoting and marketing complementary therapy services	<ul style="list-style-type: none"> <li>• Newspapers</li> <li>• Leaflets</li> <li>• Mail shots</li> <li>• Press release</li> <li>• TV</li> <li>• Internet</li> <li>• Cinema</li> <li>• Radio</li> <li>• Posters</li> <li>• Word of mouth</li> <li>• Talks</li> <li>• Demonstrations</li> <li>• Advertisements</li> <li>• Business card</li> <li>• Price list</li> <li>• Gift vouchers</li> <li>• Stationery</li> <li>• Client aftercare advice leaflets</li> <li>• Website</li> <li>• Corporate image</li> <li>• Social media</li> </ul>

LO2 Know how a complementary therapy business operates	2.1. State the well-known services or products available	<ul style="list-style-type: none"> <li>• Body products and treatments</li> <li>• Facial products and treatments</li> </ul>
	2.2. Describe a client appointment system	<ul style="list-style-type: none"> <li>• Reception</li> <li>• Initial inquiry</li> <li>• Recommendations</li> <li>• Client details</li> <li>• Client assessment</li> <li>• Therapist allocation/booking</li> <li>• Treatment timings</li> <li>• Appointment book/computerised booking system</li> <li>• Rebooking</li> </ul>
	2.3. Describe ways of ensuring client loyalty to the business	<ul style="list-style-type: none"> <li>• Customer loyalty scheme/card</li> <li>• Treatment packages</li> </ul>

		<ul style="list-style-type: none"> <li>• Special offers</li> <li>• Gift vouchers</li> <li>• Treatment programme</li> <li>• Retail support/recommendations</li> <li>• High quality services – rebooking</li> </ul>
LO3 Know the key aspects of employment as a complementary therapist	3.1. List the range of employment opportunities in the complementary therapy industry	<ul style="list-style-type: none"> <li>• Employed</li> <li>• Self-employed</li> <li>• Health care</li> <li>• Spas</li> <li>• Clinics</li> <li>• Salons</li> <li>• Mobile therapist</li> <li>• Junior therapist</li> <li>• Therapist</li> <li>• Senior therapist</li> <li>• Clinic manager</li> </ul>
	3.2. State relevant legislation with regards to running a business	<ul style="list-style-type: none"> <li>• Health &amp; Safety at Work Act</li> <li>• The Management of Health &amp; Safety at Work Regulations</li> <li>• The Workplace (Health, Safety &amp; Welfare) Regulations</li> <li>• The Manual Handling Operations Regulations</li> <li>• The Personal Protective Equipment at Work Regulations</li> <li>• The Provision and Use of Work Equipment Regulations</li> <li>• The Control of Substances Hazardous to Health Regulations (COSHH)</li> <li>• General Product Safety Regulations 2005</li> <li>• Cosmetic Products (Safety) Regulations 2004</li> <li>• The Electricity at Work Regulations</li> <li>• Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR)</li> <li>• Massage and Special Treatments Licensing Act and Regulations</li> <li>• Data Protection Act/General Data Protection Regulations (GDPR)</li> <li>• Supply of Goods and Services Act</li> <li>• Consumer Protection Act</li> <li>• Trades Description Act</li> <li>• Disability Discrimination Act</li> <li>• Care Standards Act</li> </ul>

		<ul style="list-style-type: none"> <li>The licensing laws governing complementary therapy businesses to include: <ul style="list-style-type: none"> <li>Who to contact</li> <li>Treatments which may require licensing</li> <li>Local and national by-laws</li> <li>Exemptions from licensing</li> </ul> </li> </ul>
	3.3. State the insurance requirements for employment and self-employment	<ul style="list-style-type: none"> <li>Professional indemnity insurance</li> <li>Public liability insurance <ul style="list-style-type: none"> <li>The definition of professional insurance policies; what they cover and the differences between salon/clinic policies and individual therapist policies</li> <li>The source of the insurance – professional associations, insurance brokers</li> </ul> </li> </ul>

### Assessment

Portfolio of evidence containing:	The internal task must be evidenced using the project assessment form. See <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a>
<ul style="list-style-type: none"> <li>Internal task</li> </ul>	The project guidance form may be downloaded from <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a>

### Guide to taught content

The content contained within the unit specification is not prescriptive or exhaustive but is intended to provide helpful guidance to teachers and learners with the key areas that will be covered within the unit, and, relating to the kinds of evidence that should be provided for each assessment objective specific to the unit learning outcomes.

**Document History**

Version	Issue Date	Changes	Role
v1	17/09/2019	First published	Qualifications and Regulation Co-ordinator