

THE THERAPY AGENCY LAUNCHES NEW ONLINE SERVICE FOR FINDING LOCAL PROFESSIONAL COMPLEMENTARY THERAPISTS

The Therapy Agency, today announced the launch of its new website, providing an online database of rigorously selected professional therapists, offering complementary therapy treatments in therapists' clinics or in individual client's homes.

In the past, suppliers of complementary therapies to individuals broadly fell into two camps: Firstly, there were individual therapists working from home or from hired rooms in health centres. Secondly, treatments were provided in health clubs, hotels and spas by full-time staff members, therapists unable to control their hours.

Information about therapies was lacking and the choices for clients were limited, often reduced to word-of-mouth recommendations. The range of treatment qualities also varied considerably, with little or no regulation for therapies such as massage. A number of gift experience voucher companies provide a small range of locations, but selections were normally very limited to just 10 or so locations nationally, and there was no opportunity to choose a therapist you felt comfortable with.

Even with regulatory bodies, although basic qualifications were sometimes checked against a list of set standards, the actual competency of each therapist, and their relationship with clients were rarely questioned.

"We recognised a real need for customers to find professional therapists they could trust, without having to rely on just word of mouth recommendations, so every therapist completes a detailed application form, references are followed up, they are interviewed, and we seek feedback from all new clients gained through The Therapy Agency, as well as existing ones in their own private practise." says Jason Parlour, Managing Director "Now customers can type in their postcode, and bring up a list of professionally selected therapists throughout the UK. Customers can then see photos of each therapist, view details about their background, and make a secure preliminary booking online without leaving their armchair!"

-ENDS-

Notes to Editor

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