

# THE FUTURE IS PHYSIOTHERAPY

**BY 2025 EXPECT AN EXPONENTIAL GROWTH IN PHYSIOTHERAPY, SAYS DR RICHA SINGH**

BY SMITI JAIN NARAYAN

*Fast emerging as India's leading physiotherapy exponent, Dr Richa Singh is a lady with a vision and a mission to make this treatment form a household name, on par with all conventional methods.*

## About Physiotherapy

Physiotherapy is a nonsurgical treatment method, where the treatment for impairments such as injury, deformity, and recovery from surgery is done through physical medicine and therapeutic exercises. The report covers the present scenario and the growth prospects of the global physiotherapy market.

## Integrative Physiotherapy

The principles of an Integrative Physiotherapy approach are firmly built on the belief that your body should be in perfect harmony, with all its systems working as a whole. Integrative approach for global health is a way of life; just like the holistic medicine is a way of life, compared to modern medicine which is disease-focussed.

"Research institutions in the USA, Europe, Canada, Australia and China are involved in researching and teaching the practice of physical exercises. When we are trying to find ways and means to develop an integrative approach, we should think without bias as to how we improve the well-recognised disciplines of the Indian traditional medicine to global standards and how we can integrate them for use in India. It is not an easy task. How do we integrate their practice?"





and Western medical practices on one platform. We can introduce integrated approach for future generation by introducing these subjects in colleges and universities,” explains Dr Richa. If you’ve ever had a sore back, neck or knee, there’s a good chance you sought some kind of treatment for it – most likely from a physiotherapist, chiropractor or osteopath. The distinction between the three can be extremely confusing at the best of times. Without knowing too much, it can seem these allied health professionals practise much the same thing: non-invasive, drug-free, manual techniques, which aim to improve physical health and wellbeing. But scratch the surface and you’ll find claims and counter-claims about which method is most likely to work for you. So who and what do you believe? We take a closer look at each profession to find what they do and how their approach differs.

How do we harmonise the different approaches to healthcare? It may or may not be possible to bring them on a common platform. We can certainly try and develop a modern integrative health care facility where licensed medical doctors of modern medicine and practitioners of other disciplines practise side by side. One can develop a unique model of health care, which would combine the best of Eastern



**DR RICHA SINGH – ENVIABLE ACHIEVEMENTS:**

- Founder of Perfect Bounce, with vision of a pain-free world and a healthy India – an organisation specialising in physiotherapy
- IAPWC, Bangalore District Head – Indian Association of Physiotherapy Women’s Cell – has done many healthcare camps, awareness programs, awareness of healthy life
- Dry Needling Instructor, conducted workshops in Singapore, Philippines and several states of India
- Chief Dry Needling Instructor at Kinesio Prehab Institute
- Pan India vision, with a global mission
- Invited for talks to promote healthy and conscious living among corporates
- Worked with Olympic players
- Working closely with several healthcare start-ups
- Has received Best Physiotherapist Award in THERACON in 2018
- Ultra marathoner



**MARKET DRIVER**

- » Growing number of healthcare providers

**MARKET CHALLENGE**

- » Less insurance coverage and medical reimbursement

**MARKET TREND**

- » Advancement in healthcare facilities

**Growth of Physiotherapy in India**

Physiotherapy may be defined as “a health care profession concerned with human function and movement and maximising its potential. It uses physical approaches to promote, maintain and restore physical, psychological and social wellbeing, taking account of variations in health status. The role of a physiotherapist is to deal with application of physiotherapy skills and knowledge for the assessment, design, delivery and evaluation of physiotherapeutic treatments in the management

of the various conditions of acute or chronic sickness, disability or handicap. While the demand for physiotherapists is increasing in India, at present there is a dearth of quality sports physiotherapy care, and demand is expected to surpass supply in the future. The sports physiotherapy space has been growing at 10-12% every year with significant increase expected in the years to come. More professional competitions mean more athletes in India with higher demands and expectations. India indeed needs better standards of sports physiotherapy. Physiotherapy has a pivotal position in community rehabilitation in India. Dr Richa Singh is driven by her passion to fill these gaps that exist in the physiotherapy space. Not one to rest on her laurels, she is 100% focussed on achieving her goal of making it an integrative health approach for all, pan India as well as globally.

**DR RICHA SINGH**

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