

A RUNNING THEME: MOST COMMON SPORTS INJURIES REVEALED AS PHYSIOTHERAPY ENQUIRIES UP BY OVER A THIRD IN PAST 12 MONTHS

- Orthotics is one of the most common intervention with average price tag of £95
- Knee rehabilitation treatment saw a whopping 42% increase in enquiries over the last year
- Number of Brits seeking massage therapy rose to 62,695
- Results reveals men are more likely to attend Massage Therapy Clinic (68%) while women are more likely to attend Physiotherapy (58%) and Chiropractic Clinics (57%)
- Over 270,000 Brits sought physiotherapy in the past year

14th March 2017: With just five weeks left to train ahead of the London Marathon on 23rd April, the most common sports injuries in the UK have been revealed with expert tips on how to avoid them. The number of Brits seeking physiotherapy treatment reached 270,367 over the past year, according to WhatClinic.com, and there was a spike in enquiries for physiotherapy consultations, up 34%, at an average starting price of £44 per appointment.

Enquiries for Orthotics, a custom-made extra layer of supportive material to be worn inside your footwear to reduce stress and pain on the joints, came in as number two on the list. This customised footwear inserts can be costly, with an average price tag of £95 in the UK. Investing in the correct footwear to protect your bones, muscles, joints and tendons while running tops the London Marathon's list of 'Top Ten Healthy Running Tips' for training in the lead-up to the marathon¹.

Knee rehabilitation treatments saw a whopping 42% increase in enquiries over the last year. Common causes of knee pain for runners include: overworking the Patellofemoral joint which is the joint which sits under the kneecap at the end of the thigh bone; over-pronation (the way your foot strikes the ground when you run doesn't allow shock to be absorbed properly); stiff hip joints; tight hamstring, calf and quad muscles and lack of strength in the quad muscles².

Nick Johnson, a practitioner in acupuncture, deep tissue and sports massage at **Fairlee Wellbeing Centre, South London** gave his recommendations for training and advice for preventing injury: "It is important to make sure your body has the right balance between flexibility and strength. The body needs an equal level of flexibility in the upper body and lower body, and across the left side and right sides; imbalances open up susceptibility to injury. Flexibility requires strength so making sure that your flexibility is backed up with whole body core strength for stability. Try using a BOSU ball to increase your strength, core and balance all at the same time."

Top sports injury treatments based on enquiries to UK clinics through WhatClinic.com		
Treatment	Change in email enquiries over the past year	Current UK average starting price
Physiotherapist Consultation	34%	£44
Orthotics	-1%	£95
Dry Needling	6%	£42
Knee Rehabilitation	42%	£37
Ankle Injury Treatment	14%	£38
Sports Therapy	-8%	£41
Physical Therapy	62%	£57
Sports Injury Rehabilitation - Strapping and Taping	-35%	£45
Shoulder Rehabilitation	19%	£36
Deep Tissue Massage	43%	£49
Sports Massage	13%	£44
Chiropractor Consultation	14%	£45
Back Pain Treatment	7%	£38

Commenting on the data, Nick continued: “More people than ever are engaging in higher levels of sports activities and pushing their bodies to greater limits. Injuries can easily occur if the proper measures aren’t taken during training and as a result many people end up needing advice and rehabilitation training from a health professional. Deep tissue massage is one of the most popular therapies as it can be used to treat a particular injury as well as a treatment to prevent injury. Massage can be used to help a client when muscles are beginning to stiffen. If left untreated this could eventually lead to an injury.”

Enquiries for physical therapy increased by a massive 62%, and costs £57, on average in the UK. The number of Brits seeking massage therapy rose to 62,695 with deep tissue massage queries up 43% and sports therapy massage queries increasing by 13% in the last year. In the UK, these treatments carry an average price tag of £49 and £44 respectively. Massage has a number of benefits for the body and mind and is recommended when preparing for a marathon as a way to prevent injury, help repair injured muscle tissue, boost your performance and help keep you in all round good condition³.

According to [WhatClinic.com](https://www.whatclinic.com) more men than women seek treatment at Massage Therapy Clinics with 62% of all traffic coming from male users which is unusual as women are often the healthcare decision makers when it comes to enquiries on the site. In contrast, more women than men seek treatment from Physiotherapy (58%) and Chiropractic Clinics (57%).

Top Sports Injury clinic types based on enquiries to WhatClinic.com					
Clinic Type	Total traffic in past year	Increase in email enquiries over past year	Number of clinics listed	Female	Male
Physiotherapy Clinics	270,367	28%	3,267	58%	42%
Massage Therapy Clinics	62,695	30%	3,339	38%	62%
Chiropractic Clinics	129,934	11%	2,005	57%	43%

Commenting on the research and trends, **Philip Boyle, Head of Consumer Matters for WhatClinic**, said: “With over 2 million people in England engaged in running, according to Sport England, it’s inevitable that there are going to be some injuries along the way. We have seen a year on year increase in demand for many treatments related to sports and in particular running.

“Athletes from every level can experience injury at some point, and it’s important that they have access to the right treatments that can get them back on their training schedules as quickly as possible. There is plenty of choice out there, so make sure to do your research and to check the experience and qualifications of the practitioner before booking any treatment.”

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Notes to editor:

1. This data is based on actual patient enquiries made by email to over 4,870 UK Physiotherapists, Chiropractors and Massage Therapy clinics listed on WhatClinic.com in the period 01.03-2016 - 01.03-2017, compared to 01.03-2015 - 01.03-2016.
2. Average prices are made from individual prices listed by clinics on WhatClinic.com. Clinics list treatment and prices differently on WhatClinic.com, prices usually vary widely and clinics don’t always quote for the same version of a particular procedure.

About WhatClinic.com:

WhatClinic.com is a global healthcare comparison website that enables patients to compare and review clinics across the globe, with online booking and independent price checks. With detailed listings for over 120,000 private healthcare clinics across 135 countries worldwide, WhatClinic.com helps consumers make an informed decision on elective medical treatments as conveniently as possible. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King and is headquartered in Dublin. In 2015, over 15 million unique visitors came to the site to find, compare and book treatments across a wide range of elective medical treatment.

References:

- Virginlondonmarathon.com, **Top 10 Healthy Running Tips** - <https://www.virginmoneylondonmarathon.com/en-gb/training/staying-healthy/top-10-healthy-running-tips/>
- Virginlondonmarathon.com, **How to Treat Knee Pain** - <https://www.virginmoneylondonmarathon.com/en-gb/training/staying-healthy/knee-pain/>
- Virginlondonmarathon.com, **Boost Your Training With Sports Massage** - <https://www.virginmoneylondonmarathon.com/en-gb/training/staying-healthy/sports-massage/>