



Clinic Webpage Audit

We would like to encourage all our clinics to complete a monthly check of their clinic page to ensure all information is correct and up to date. It is important for the information on the website to correctly reflect the clinic information as this is the channel and platform with the highest customer traffic. Customers rely on the website for accurate opening hours, contact information and staff members and can become disgruntled when this is not the case. This checklist below is to ensure that clinics know what information may need updating on the website.

Checklist

Please use this document as a guide to ensure all components are correctly completed. Feel free to use the template section and interactive fields to fill out this document and submit to marketing@healthia.com.au or via the help desk.

Are the opening hours correct?

During Covid there have been frequent changes to the store opening hours so please ensure you contact marketing@healthia.com.au or your regional partner straight away when there is a change to the clinic hours so this can be updated on the website, Facebook page, Google my business and apple maps pages.

Is the phone number, fax number and email correct?



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Welcome to **Allsports Podiatry The Gap**

Open until 7:00 pm

Looking for a Brisbane podiatrist close to you? Allsports Podiatry The Gap is conveniently located inside Allsports Physiotherapy on Waterworks Road, servicing suburbs across Brisbane's North-West including Ashgrove, St Johns Wood, Upper Kedron, Ferny Grove, Keperra, Alderley, Enoggera and Bardon.

Monday Closed	Tuesday 8:00 am - 7:00 pm	Wednesday Closed	Thursday 2:00 pm - 7:00 pm	Friday 8:00 am - 12:00 pm	Saturday 8:00 am - 12:00 pm	Sunday Closed
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Book online

Call (07) 3300 6011

[Get directions with Google Maps](#)

970 Waterworks Road
The Gap QLD 4061

thegap@allsportspodiatry.com.au

(07) 3300 6311




Checklist

Are the staff members correct?

Please ensure all staff are showing in the 'Our Team' section of the page. If a staff member is not there, it may be because they have not submitted their profile details.

If any staff members are missing from the website, please send through their bio and photo to be uploaded to marketing@healthia.com.au

Our Team

 Benjamin Curro	 Clare Ryan
 Erin Mavrick	 Georgie Burke
 Heather Martinson	 Jonathon Hennessy
 Kathy Mitchell	 Kieran Ivers
 Madeleine Zender	 Melissa Crunkhorn
 Michael Wilson	 Myles Gay
 Peta O'Hare	 Sam McKinney
 Sam Wood	 Stephanie Kassos

Benjamin Curro

Physiotherapist

BPhy (Hons)

Benjamin graduated from the University of Queensland with a Bachelor of Physiotherapy (Honours). He is committed to providing the highest level of care to all of his clients, and is determined to help them in achieving their goals. As a passionate sports fan, particularly Rugby and Basketball, he has a special interest in the rehabilitation of sport-related musculoskeletal injuries, and working with a wide range of athletes. In his spare time, Ben enjoys attending sporting events, concerts, travelling overseas, and keeping fit and active.



[Read more](#)

















Checklist

Are the services correct?

Ensure that the services showing on your clinic page correspond with what's available at your clinic. Patients can become disappointed when a service is displayed on the website, however is not available in the clinic.

Services Available

	Clinical Podiatry		Custom Foot Orthotics
	Video Gait Analysis		Fungal Nail Infection Laser Treatment
	Diabetic Footcare		Custom Footwear
	National Disability Insurance Scheme		CAM Walker (Moon Boot)
	Aged Footcare		Custom Orthotic Sandals
	Cosmetic Nail Restoration		Footwear
	Cryotherapy For Plantar Warts		Resources

Checklist

Does the blurb need updating?

Look out for services, podiatrists or reference to the clinic location in the blurb that may have changed or not be relevant anymore.

We've moved! My FootDr Brisbane CBD is now located within a brand new, multidisciplinary clinic at 324 Queen Street, Brisbane City. Our new clinic will provide patients with convenient access to our Allsports Physiotherapy allied health services in order to create better health outcomes.

Located in the heart of the Brisbane City, at My FootDr we use the latest state-of-the-art podiatry technology to treat common and complex foot, ankle and lower limb conditions.

Our podiatrists can help with heel pain (plantar fasciitis), Achilles Tendinopathy, shin splints (medial tibial periostitis), bunions (hallux valgus), forefoot pain (Morton's neuroma), foot and ankle sprains, knee pain (e.g. patellofemoral pain syndrome) and sports injuries.

Our podiatry clinic has a dedicated video gait analysis room for biomechanical assessments and can prescribe soft or 3D printed custom-foot orthotic devices to treat your foot pain, plus improve your posture and balance. The Brisbane podiatry clinic also utilises the latest in fungal nail laser therapy, cryotherapy for plantar warts and specialised surgical rooms for ingrown toenails. We also perform full diabetic assessments and general skin and nail care.

The Brisbane podiatry clinic is the best location for people working in Brisbane City or living in Spring Hill, Herston, Kangaroo Point, West End, South Brisbane and surrounding suburbs.





Template

Opening hours:

(Only include changes)

Monday:
Tuesday:
Wednesday:
Thursday:
Friday:
Saturday:
Sunday:

Clinic Information:

(Only include changes)

Address:
Phone number:
Fax:
Email:

Template

The purpose of a great bio

When people are looking at our website, having the ability to view professional staff profiles can help clients to have a better picture of who you are as an individual and why you are qualified to take care of their needs before they have even set foot in the clinic. Displaying staff bios on the clinic website will also help to build client trust in us as excellent and professional health care providers.

Don't forget that there is no right or wrong way to create your bio, and that no two bios will be the same.

Things to remember

When writing your bio, make sure that you are honest, concise and friendly. Remember that you are telling your story, while making a first impression. A quick one or two paragraphs about yourself will be enough.

If you have any fun facts about yourself that are appropriate for clients and can act as a conversation starter, feel free to include them at the very end

Things you can mention

- How many years experience you have
- What inspired you to choose your role
- Where you were born
- Your degree and where you studied
- Community service or volunteering
- Your family or pets
- Activities you enjoy in your spare time
- Any hobbies, sports or community groups

Once you have finished your bio, be sure to send us



- Your full name
- Your position (eg. Podiatrist, Physiotherapist, etc.)
- The exact abbreviation/s of your qualifications (eg. MPhty, BExSc)
- An appropriate secondary image (eg. photo of you playing sport, with family or friends, travelling, competing or something else you love)

Template

Examples of great staff profiles



Lewis Viney

Lewis graduated from the University of Western Australia with a bachelor's degree in physiology and as a Doctor of Podiatric Medicine with distinction. He has a great passion for human movement which drives his interest into musculoskeletal injuries, orthotic therapy and postoperative rehabilitation. Lewis endeavours to practice to the highest level of evidence-based medicine when aiming to improve his clients' lower limb and holistic health. He believes in the importance of keeping an active and pain free life so that his patients can continue to achieve their goals no what they may be. Outside of podiatry, Lewis keeps active by swimming and playing water polo and also enjoys playing the guitar in his free time.



Hannah Micalizzi

Hannah graduated from Australian Catholic University with a Bachelor of Physiotherapy. Working at Allsports throughout the duration of her studies, Hannah developed a keen interest in Musculoskeletal Physiotherapy focusing on injury prevention and rehabilitation. Having been involved in a number of sports over the years and enduring various injuries, Hannah has developed a passion for helping individuals during their rehabilitation process return to doing what they love. In addition, Hannah is also a qualified Pilates instructor. Outside of work you will find Hannah outdoors, enjoying a long distance run or sparring with her partner in Krav Maga.



Alex Beck

Alex completed his degree through Bond University graduating in 2014 and during his time has worked with some of Australia's leading Physiotherapists. Alex continues to expand his knowledge through conducting research examining the biomechanics of recreational and elite distance runners, gaining expertise in the prevention and management of running-related injuries. Alex has a keen interest in Athletics and continues to compete at the highest level, and has also worked with a large range of athletes starting from developing juniors through to Olympic level athletes.

Alex uses a patient-centred approach to treatment with a range of hands-on techniques including soft tissue massage, joint mobilisations, muscle energy techniques and functional strengthening and retraining. Alex strongly believes that prevention is better than maintenance and will work with you to successfully identify the cause of the problem and develop strategies to stop recurring injuries.



Template

Write your bio here!

Your Name:

Your Position:

Qualifications:



Template

Clinic Services:

Please include any services that need to be added or removed:

Clinic Blurb:

Please include any changes to the clinic blurb:

Template

Staff profile photo:

Taken against a white wall, with good lighting. (We prefer natural if possible!)

- Please take your photo on a Samsung/iPhone 6 or newer model.
- A secondary photo
- Our new website 'hover' feature allows your patients to see another side of you, one that's relatable, fun & active!

Tips for taking your photo

For our website and staff profiles we need a vertical photo of each staff member.

- When taking the photo, place your right shoulder slightly forward against a white wall.
- No selfies – get a team member to help take the photo for you.
- Look professional; ironed shirt, hair tidy, clean make-up, take out any face piercings and cover visible face/neck tattoos.
- Smile
- See website for examples of standard portraits.

