



Physiotherapy company launches online services with support from Supply Chain North East

Neeraj Nayyar, Physiotherapy Matters' Managing Director, contacted Supply Chain North East in July 2020 for marketing advice. Having offered Occupational Health service for over 10 years, he and his team recognised the need for a more remote service to be available.

Businesses are adapting to the effects of COVID-19 with a split between business working remotely and others exploring bringing back their workforce. This has resulted in an increasing opportunity for a remote service to be offered and a larger demand for workplace risk assessments to ensure companies comply with recent COVID policies.

Recognising the importance of understanding their target market and delivering the correct message and benefits of this service, the company secured grant funding through Supply Chain North East.

This allowed the company to work with external expertise to develop a marketing strategy to promote their new Occupational Health Physiotherapy service and ensure that their services met the demands and needs of the current business environment. The service has since successfully launched into the market, with many businesses showing interest and contracting these services.

The company hopes to continue to develop its services currently on offer and adapt to the changing environment as the business evolves to deal with COVID-19.

Commenting on the support from Supply Chain North East, Neeraj Nayyar, Managing Director Said: "The funding has allowed us to bring to market our new remote Occupational Health services much quicker than would usually be the case when launching a new service, so we are able to support businesses dealing with the new ways of working due to COVID 19."

Key Services of the programme?

Empowering North East businesses to diversify their offering, expand their customer base and unlock untapped opportunities in new markets.

- ▶ Access to market specialists
- ▶ Sales and marketing support
- ▶ Operational improvement plans
- ▶ Support with digital transformation
- ▶ Knowledge of accreditations and compliance
- ▶ Support developing talent

Turn over to find out more about the programme and how to contact us!

What is the programme?

Supply Chain North East brings together four key partners to work with over 800 businesses through to 2021, supporting them to identify opportunities in new and existing markets. An integral part of the North East Strategic Economic Plan, Supply Chain North East is delivered across the region by RTC North, Generator, North East Automotive Alliance (NEAA) and North East Process Industry Cluster (NEPIC).

Supply Chain North East is a multimillion programme aimed at revolutionising the way SMEs diversify their offering and embrace new markets. The programme has received more than £3m of funding from the England European Regional Development Fund, which is part of the European Structural and Investment Funds Growth Programme 2014-2020.



To get involved with the Supply Chain North East programme, your business should be based in the North East Local Enterprise Partnership area (Northumberland, Tyne and Wear, County Durham) and be in one of the following sectors

- ▶ Advanced manufacturing
- ▶ Subsea, offshore and energy technologies
- ▶ Automotive and transport
- ▶ Health and life sciences
- ▶ Digital, tech and creative
- ▶ Process, chemical and pharmaceutical

For further information please visit:
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