



CANINE MASSAGE | BIOMECHANICS | REHABILITATION

# Partner Programme 2023



# Working together to support dogs across the world



## Why do dogs need our help?

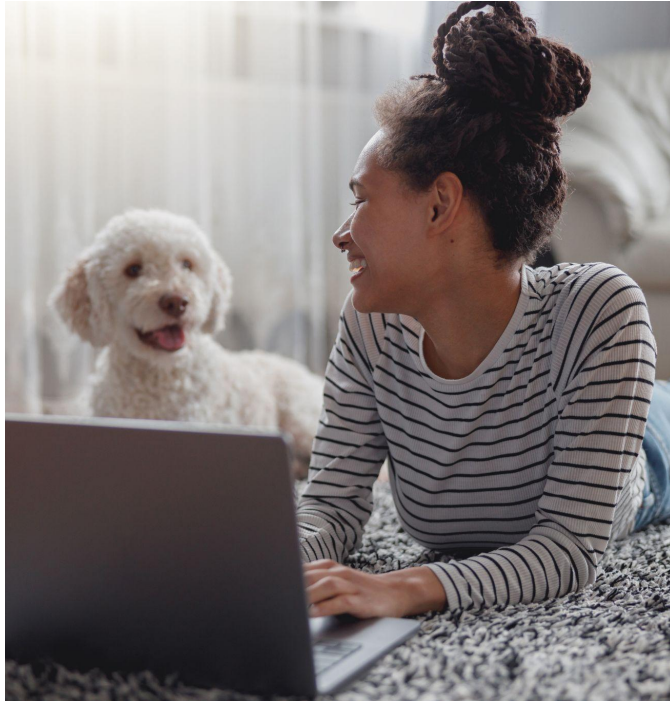
Dogs live in a world which isn't designed for them and as such we see dog's in pain that can be expressed both physically and behaviourally and often goes undiagnosed.

## What can we do?

Over the last twenty years Galen Myotherapy has made significant positive change to thousands of dog's lives through choice-led treatment and education.

We have successfully built awareness of the negative impacts of slippery floors, ball throwing and highlighted the importance of functional rehabilitation. It's wonderful to see these messages are now more common in the canine industry but we need your help to build awareness so we can reach and help more dogs.

## Join us in the sharing of knowledge



We believe in the sharing of knowledge and in giving natural, simple and practical solutions to help improve and maintain a dog's musculoskeletal and myofascial health.

As such we have created a series of accessible and low cost online courses so anyone with access to the internet can learn how to support their dogs' long-term health at home.

These courses are intended for anyone who wishes to learn more about their own dog, canine charities or professionals looking for CPD (Continuing Professional Development) to enhance their knowledge.

There are so many dogs globally (and their people) who could hugely benefit from gaining this scientifically substantiated knowledge. We intend to continue our mission to improve the health of dogs across the globe, by involving like minded partners, like yourself, so we can work together to build awareness and educate through the sharing of knowledge.

We welcome you to join us on our journey.

# Our online CPD courses



## Introduction to Canine Massage and Visual Assessment

Dogs do not express pain or discomfort in a way that is easy or obvious for us to interpret. This course offers different observations and mechanisms that will help to understand how dogs are feeling within their body, from a physical perspective, and also massage techniques that are safe to apply but are proven to help ease and manage muscle pain in dogs. It also gives a fundamental instruction and understanding to using 'dogs choice' within a treatment.

Understanding movement in a dog is not only fascinating but gives a fantastic insight into what maybe 'blocking' a dog's mobility and physical health. This course gives a practical, natural, and functional descriptions to how a dog uses their body from an anatomical perspective, explaining their functional movement patterns, helping to understand what is good and what is impaired mobility.

## Movement Of the Canine



## Soft Tissue Injury and Repair

In Galen Myotherapy's long experience, something that could make such a positive difference to dog's ongoing health and mobility, is a greater understanding about what happens to a dog's soft tissue (primarily muscle, fascia) when a dog is injured. To understand the natural healing process, and couple that with management will really help to lessen the ongoing impact damaged muscle has with compensation and ultimate postural adjustments.

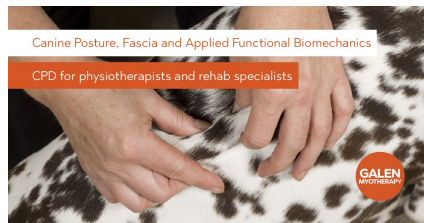
## Canine First Aid Course

This course is a must have for anyone who cares for a dog. The course was written and it delivered by Andy Mead MRCVS BVet Med, and Veterinary Surgeon with over 15 years of experience. It covers the common accidents and scenarios that we do not want to encounter but accidents to happen! It prepares you to manage and support your dog, through treatment but also giving a life saving triage protocol. *"This course saved my dog's life, without this knowledge, she would have died!"*

Julia Robertson



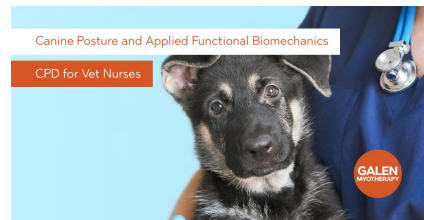
# New courses for 2023



## CPD for Canine Physiotherapists and Rehab Specialists

This CPD is for canine physiotherapist and rehab specialists who are looking for an in-depth course and a complementary perspective on how to incorporate functional anatomy and advanced massage techniques within a rehabilitation plan. We'll examine real case scenarios and have an in depth look into canine posture and how that can form an accurate biomechanical analysis. By looking at posture from a 360 perspective it will give a better insight into movement patterns, gait issues and pain/discomfort.

This CPD is for canine hydrotherapists who are looking to complement their services by integrating Galen Myotherapy programmes into their hydrotherapy practice to offer enhanced rehabilitation outcomes. The course includes targeted functional exercises which can be given to clients to do at home to help maximise their dog's hydrotherapy sessions.

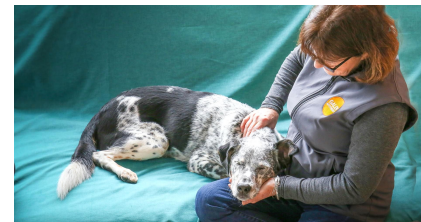
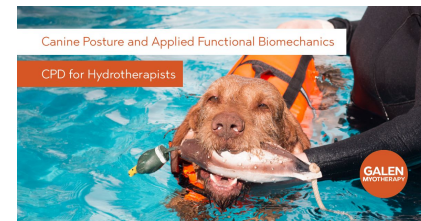


## CPD for Vet Nurses

Complement and bring added value to your veterinary services by integrating Galen Myotherapy programmes within your osteoarthritis and obesity support clinics. This course provides practical knowledge on social and physical development which you can pass onto owners so they can best support their dog from puppy to adulthood.

## Intensive practical CPD for Canine Professionals

This attended course run by Julia Robertson is for experienced canine professionals looking to upskill their practical application. It is 2 days of intensive hands-on training using real life scenarios with 4 hours of pre learning which can be accessed through our online learning platform.



## Why partner with us?

Support the health of dogs through scientifically substantiated education

Generate additional revenue for your organisation

Join our network of canine health influencers

Work with a dog centric and ethical company with 20 years of experience

## Our partners:



# How we can help you to generate revenue

We create a unique 10% discount code for you to share with your network via email or social media.

The discount code can be applied to any of our Partner Products.

For anyone who signs up to a course using your unique discount code, we will give you share of the net revenue. You can find a full breakdown of how the revenue share works for each product on the next page.



\*Please note the transaction fees are based on UK customers. For customers outside of the UK a slightly higher transaction fee is charged by our payment provider. This will be reflected in the net revenue and therefore partner revenue share.

## Reporting

Every 3 months we'll send you a report of how many customers have used your code and transfer the revenue share. Please refer to the Partner Agreement for more detailed information.

# Revenue Share Breakdown




Partner Products	RRP Incl. VAT	RRP Excl. VAT	Partner price 10% discount Excl. VAT	Transaction fee (UK customer)	Partner Revenue %	Partner Revenue (% of partner price minus transaction fee)
Introduction to Canine Massage and Visual Assessment	£25.00	£20.00	£18.00	£0.70	30%	<b>£5.19</b>
Movement of the Canine	£20.00	£16.00	£14.40	£0.60	30%	<b>£4.14</b>
Soft Tissue Injury and Repair	£25.00	£20.00	£18.00	£0.70	30%	<b>£5.19</b>
Canine First Aid Course	£35.00	£28.00	£25.20	£0.90	30%	<b>£7.29</b>
Webinars	£35.00	£28.00	£25.20	£0.90	30%	<b>£7.29</b>
CPD for Hydrotherapists	£1299.00	£1039.20	£1169.10	£26.18	10%	<b>£90.91</b>
CPD for Canine Physiotherapists and Rehab Specialists	£1299.00	£1039.20	£1169.10	£26.18	10%	<b>£90.91</b>
CPD for Vet Nurses	£1299.00	£1039.20	£1169.10	£26.18	10%	<b>£90.91</b>
Intensive practical CPD for Canine Professionals	£1499.00	£1199.20	£1349.10	£30.18	10%	<b>£104.91</b>



# Marketing Content

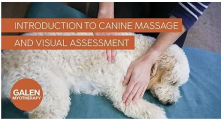
To make it as easy as possible we've created ready to go marketing material for you which you can access via our 'Partner Space' - available via our website or app. We'll keep you up to date with all our latest blog articles, videos and other shareable content to help support dog guardians and canine health professionals.



## Working Together

We are so pleased you are part of the Galen Myotherapy family. Our aim has always been to support and better the lives of dogs across the world through treatment and education.

Below you will find resources to share with your network so together we can reach and help more dogs.



**CONTENT 1**

Support your dog and make the most of this great offer. Use voucher code: `VOUCHER_CODE` to get 10% off Galen Myotherapy's online courses.

To find out more go to: `LANDING_PAGE_LINK`


#galenmyotherapy

## Our marketing plans for Q1 2023

For the start of the 2023 we are focusing on educating people about the importance of Positive PACT and why it is the bedrock of how we work at Galen Myotherapy. We are also hosting a live webinar in March 'Why do dogs... need Galen Myotherapy'.

We feel it's important to start the year highlighting the foundations of who we are and what we do so we can educate dog guardians and XpeersK in why Galen Myotherapy is an important therapy within a multi-disciplined treatment plan.

## Marketing Schedule

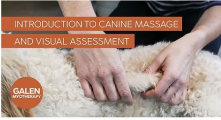


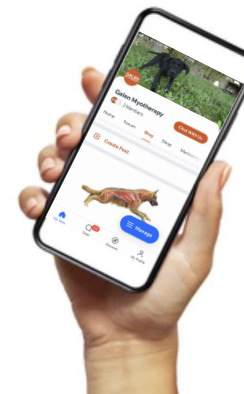
**CONTENT 2**

Learn how to assess your dog's physical appearance and gain the skills to support their long term musculoskeletal health at home. Plus get 10% off with voucher code: `VOUCHER_CODE`

To find out more go to:  
<https://www.galenmyotherapy.co.uk/product-page/introduction-to-canine-massage-and-visual-assessment>

#galenmyotherapy





Easily interact  
and stay updated  
with Galen  
Myotherapy on  
the go!



## FAQs

- How do we know how many people have used our organisation's code?
  - We give you a unique code so every customer who uses your code can be tracked.
- Do we receive any reports?
  - Yes, we will send you a report of how many customers have used your code and which products they have purchased at the end of each quarter (every 3 months).
- When will we get paid?
  - Payment will be made within 7 days of the quarterly report being generated.
- How often do we receive new marketing material?
  - There is ready to go marketing material which you can access via our Partner Space. We will also keep you informed of when new marketing material is added including blogs and YouTube videos.
- Am I responsible for the students on the course?
  - Absolutely not. All students are the responsibility of Galen Myotherapy.
- Are there restrictions to who I market to?
  - There are no restrictions to who you market to. All we ask is that you follow our marketing guidelines to ensure that any marketing messages which promote Galen Myotherapy are inline with our company ethos and values. These can be found in our Partner Space.



Call us, email us.... we'd love to talk about how we can support dogs together!

**Contact** Verity or Julia

**Call** 01444 881027

**Email** [mail@galenmyotherapy.co.uk](mailto:mail@galenmyotherapy.co.uk)

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