

# CASE STUDY: FINDING CONFIDENCE THROUGH CERTIFICATION

Jo Antoniou



As a long-standing myotherapist, **Jo Antoniou** has always taken pride in running a professional, compliant and ethical practice. When the Certified Practitioner Program was first introduced, she saw it as an opportunity to challenge herself and benchmark her standards against the expectations of the industry.

*“I just wanted an edge,” Jo explains. “I wanted to show that I’m legit and above board.”*



Jo completed certification as part of the pilot and later renewed her certification through the updated program. For her, the most valuable aspect was the clarity it provided about what good practice looks like. *“It was a good indication to see what the associations are looking for. It helped me see if I’m enough,”* she said.

The program’s structured review of policies, procedures and compliance requirements filled important gaps in Jo’s business. She describes the support as practical and responsive: *“If I had questions, I’d email and they were quick to respond. They supplied things I was missing, like policies, and I could personalise them.”*



While the workload was significant, Jo approached it as a personal challenge. *“It was like doing a school assignment again,” she laughs. “But I thought it’d be a good challenge for me because it’s such an isolating industry. I wanted to see how I fared.”*

Her determination paid off. The second time around, the experience was smoother and more efficient. *“They have streamlined the process a lot since the pilot. And because I already had a lot of the content, it was easy to fill the gaps.”*

Although the certification hasn't directly increased her client numbers, Jo is already booked out six weeks in advance, she still sees value in the program as a professional checkpoint.

*"It's a good way to gauge how you sit, how you conduct your business. It puts you in check. I like to keep above board, and this was my benchmark."*

Jo believes the program has strong potential, especially for practitioners returning to the industry or those wanting to demonstrate professionalism in a crowded market. *"It could be a good tool to get people back into the industry if they've had time off. Or to differentiate themselves from the dodgy places."*

Her feedback is clear: the concept is strong, the support is helpful, and the program has genuine value, but she would like to see even broader recognition of the accreditation because this would make it even more powerful. *"It's a great idea," Jo says. "But no one else talks about it enough. It needs more support."*

Despite this, Jo remains positive about what the certification represents. *"I'd recommend it," she says. "It shows you're compliant, that you're doing things properly. I've got nothing to hide, and this proves it."*

