

Sport
MANITOBA
CLINIC

CLIENT OVERVIEW

Sport Manitoba Clinic has a multi-disciplinary environment where clinicians work together to ensure patients have a great experience.

The Clinic is owned and operated by Sport Manitoba.



KEY MESSAGES

- Not just for athletes.
- Everything you need in one place.
- Get your issue addressed sooner, whether it's chronic or acute.
- It's closer than you think, and you don't have to wait as long here.



STRATEGIES

Key Publics

- Downtown office workers
- Sport Manitoba gym members
- Clinic massage clients

Strategies used

- An alternative to Pan Am (without saying Pan Am)
 - Show how a collaborative environment leads to better care and outcomes
 - Show how they help acute AND chronic issues
 - Go to them
- 

ACUTE OR CHRONIC PAIN?

Here is how we address both, getting you back to your best self – today!

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What is Acute Pain?

Acute pain is a sharp, short-term pain that comes on suddenly.

Examples:

- A sharp pain from a cut
- Muscle soreness after exercise
- Pain from a broken bone
- Headache from stress



What is Chronic Pain?

Chronic pain typically more than three months.

Examples:

- Arthritis or joint pain
- Back pain, especially lower back pain.
- Long term headaches and migraines
- Neck pain



Acute or Chronic — We've Got You Covered



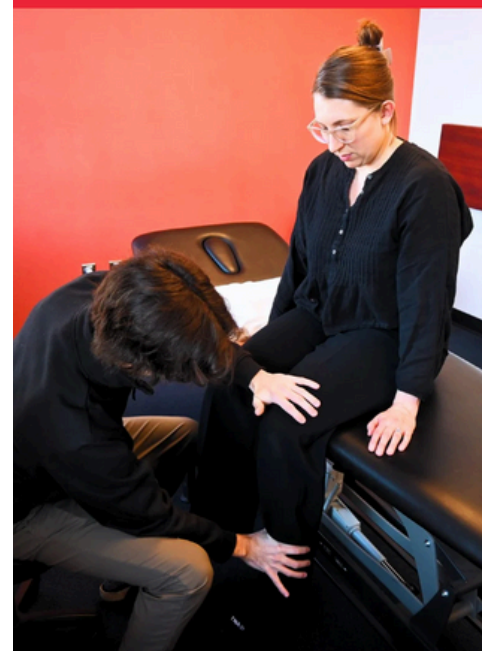
Whether it's a new injury or discomfort that won't go away, our team treats muscle, bone, and joint issues with evidence – based care – all under one roof, right downtown.

What is Chronic Pain?

Chronic pain typically more than three months.

Examples:

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- Back pain, especially lower back pain.
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- Neck pain



**Get the Care You
Deserve — Without
the Wait!**

 sportmanitoba.ca/clinic

 204-925-5944

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WHY CHOOSE US?

- ✓ Shorter Wait Times
- ✓ Personalized Treatment
- ✓ State-of-the-Art Facilities



SHORTER WAIT TIMES

Our schedule and full staff ensures that you can see our experts quickly, so you can start your personalized treatment plan without delay.



PERSONALIZED TREATMENT

Our team works together to design a customized treatment plan tailored specifically to your needs and goals to help you heal and get back on track.



STATE-OF-THE- ART FACILITIES

We have all the equipment and techniques needed to enhance your treatment experience and help you achieve the best possible results.

MEET OUR TEAM

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DR. GAIL SAWA
Physician



DR. KLAYTON KALETA
Sport Medicine Physician



DR. MEGHAN CHATWIN
Physician



DR. ARMITA SALIGHEH
Psychiatrist



DR. MICHAEL CEMBROSKI
Chiropractor



KELLY CHAMBERS
Athletic Therapist

VISIT US: [SPORTMANITOBA.CA/CLINIC](https://sportmanitoba.ca/clinic)

STAFF HIGHLIGHT

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MEET KELLY CHAMBERS

Athletic Therapist



Sport Manitoba Clinic
145 Pacific Ave,
Winnipeg, MB

BIO REWRITES

Updated and rewrote the physicians' bios for the website to enhance the quality and ensure all information was current and accurate.

BLOG POSTS

Common Pain Points: What your Body is Telling You About Your Workspace

Do you suffer from Work-Related Chronic Pain? Here are Signs to Watch for.

- Targeting our key publics
- Relevant and relatable
- Informational

5 Small Habits to Help Prevent Neck Humps, Back Pain, Neck Pain, and Headaches

- Resource based
- Taping into the pain points of our audiences
- Shareable

Pain point Checklist

- | | |
|------------------------|--------------------------|
| Neck pain or stiffness | ☐ |
| Headaches or migraines | ☐ |
| Back pain | ☐ |
| Shoulder tension | ☐ |
| Wrist or hand pain | ☐ |
| Leg pain or numbness | ☐ |
| Jaw pain | ☐ |
| Eye strain | ☐ |
| Fatigue or discomfort | ☐ |
| Misalignment | ☐ |

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Lunch & Learn

Strategy: Go to them!

- Capitalizing on their downtown location
- Off-site outreach programs to increase visibility



What we included:

- Downtown companies to reach out to.
- Topic Recommendations: Power of posture, acute vs chronic pain, etc.
- **Run Sheet (35-40 mins) Breakdown:**
 1. Start your Lunch & Learn with five Pop Quiz.
 2. Educate your audience about the negative impacts of poor posture.
 3. How to prevent and improve poor posture.
 4. When should your audience see a doctor for pain?
 5. Wrap up your lecture.

What TO EXPECT!

- 1** **Minimal Wait Times** – We value your time and strive to keep your wait as short as possible.
- 2** A **compassionate, friendly** team dedicated to your health and well-being.
- 3** **State-of-the-art** equipment designed to meet the needs of every patient.

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Accessibility Matters



Our accessible entrance is conveniently located right next to the main entrance for easy access.

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-  145 Pacific Ave #200,
Winnipeg, MB R3B 0L5
-  204-925-5944
-  sportmanitoba.ca/clinic

LESSONS LEARNED

- Reoccurring and consistent meetings are important
- Effective communication is the key to having a positive outcome
- Having an external client provided us some real-world experience, but it came with challenges
- Planning is super important!!
- Deadlines!



WHAT WORKED

- We produced work following their brand guidelines and objectives
- We worked well with edits on a tight timeline
- We adapted to changing tactics as our client had changing wants/needs



WHAT DIDN'T WORK

- Having an external client and limited contact is difficult
- Too many members and not enough work
- Having a co-lead away from the group so often



RECOMMENDATIONS

- Start with a 'kick-off' meeting (with team and client)
- Have the same type of client for all groups
- Smaller groups, or a broader project



DISCUSSION

- If Sport Manitoba Clinic decided to do a follow-up campaign, what would you recommend differently for better results?
- How important is it to identify a target audience for the clinic and this campaign?
- What do you think is the most effective part of this campaign?

