



## BRANCH SPOTLIGHT

### McKenzie Institute Germany | Switzerland | Austria

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**1. How long has the branch been officially established, and where is the branch office based?**

The Swiss branch was founded in 1987 by Jeanette Saner-Bissig, Reto Genucchi, Heinz Hagmann and Kees Righter. Jeanette and Reto also taught the first courses in Germany and Austria in the late 1980s. In 1992, Jürgen Schmid founded the German Institute. The branches then united in 2009 and McKenzie Institute Germany / Switzerland / Austria was established.

The official branch office is located in Rosshaupten, which is in the very south of Germany. Administration work is also done in our member's office in Gundersheim, two hours north of Rosshaupten.

**2. What is your current branch structure?**

The McKenzie Institute D / CH / A is a public charity. The Board of Directors consists of Reto Genucchi (chair), Georg Supp (vice chair) and Jörg Schellbach (treasurer). Currently, Tine Rotter and Simone Loderer-Schmid do a great job as Branch Administrator and Secretary, respectively. Four senior instructors, two instructors and one probationary instructor teach the courses.

**3. How many Credentialed and Diplomaed clinicians do you have?**

German therapists have been able to take the exam in the German language for 12 years now. Currently, we have 400 Credentialed MDTs and 12 Diplomaed MDTs.

**4. Do you have memberships? If so, how many members?**

Four years ago, we launched a membership. 250 MDT fans have joined as members...and that number is still growing.

**5. How many courses do you hold every year, and in how many venues?**

In Germany, Switzerland and Austria, all postgraduate PT courses are organized by different companies that specialize in adult education. Instructors of McK D / CH / A educate about 1,000 participants in over 55 courses in 15 different venues per year.

**6. What has been some of the branch's greatest attributes?**

***An end and a new start...***

Jürgen Schmid, the founder of the German Institute, did a tremendous job installing MDT in Germany. He was a marvelous organizer and a great teacher. When he died in 2008, we were faced with a Herculean-task. But life treated us well, and we stayed together as a real team. At this time, our branch found wonderful support in our new Branch Administrator, Tine Rotter. She's a real pearl! We were able to pool the power of different people and since then have launched a quarterly newsletter and organized three MDT conferences. In 2012, our conference attracted 250 clinicians. Due in part to our presence in the German specialized press, our faculty continues to get more and more invitations to speak at conferences.

### ***Leap forward...hopefully***

At the end of 2012, we made a big leap forward in the arena of marketing and public attention. Together with a professional production company, we created a 10-minute video clip that is presenting the MDT method using a case study and some scientific references. We received overwhelmingly positive feedback; interestingly enough, not just from German speaking viewers. MDT seems to speak a global language. [Check out the video clip here!](#)

#### **7. What are the greatest challenges for your branch?**

##### ***Supremacy of Manual Therapy***

In Germany, MDT is faced with the supremacy of different Manual Therapy concepts. Doctors can prescribe “Manual Therapy” or “Neurological Therapy”. If this happens, only therapists with a MT certificate or a certificate in Bobath or PNF are allowed to treat the patient. Public health insurances restrict the payment in these cases to the aforementioned therapists. So, young therapists are first heading to those certificate courses. The MDT concept doesn’t fulfill the requirements as an MT certificate course, and, in fact we are NOT exclusively a manual therapy concept.

##### ***Public awareness***

Gaining more recognition, or at least awareness, by the public is one of our goals for the next years. The above mentioned video clip will surely support that.

##### ***Involve doctors***

Now and then doctors must also attend courses. We already have some credentialed physicians, but that number must grow. One of our faculty members, Christian Schmidt, is a Medical Doctor. We are hoping this will help to catch the interest of others like him and get them involved.