Expanding treatment options to help Islanders recover faster

Helping people move better, feel better and return to the activities they love is at the heart of what Elemental Health does.

As a multidisciplinary practice offering chiropractic care alongside acupuncture, massage therapy and nutritional support, the team takes a holistic approach to improving health and wellbeing across Jersey. As patient demand continued to grow, the business identified an opportunity to invest in new technology that could enhance treatment outcomes, increase efficiency and expand the services available to Islanders.

Support through the Better Business Grant enabled the practice to introduce radial shockwave therapy, bringing a highly effective treatment option in-house and helping more patients access the care they need closer to home.

Recognising a gap in patient care

While the team at Elemental Health consistently achieved positive outcomes for patients, there were certain conditions that could be treated more effectively with specialist equipment. Patients suffering from plantar fasciitis, shoulder tendon injuries, tennis elbow and other musculoskeletal conditions were often referred elsewhere to access shockwave therapy.
Not only did this mean patients had to seek treatment from another provider, but it also limited the clinic's ability to offer a fully integrated treatment pathway. The team saw an opportunity to change that by investing in technology that would benefit both patients and the business.



Investing in advanced treatment technology

Through the Minor Productivity Grant, Elemental Health purchased a radial shockwave therapy machine, a clinically proven treatment used to accelerate healing and reduce pain in a range of tendon and soft tissue injuries.
The machine represents a significant investment for the business. While the team had considered introducing the technology previously, the cost of acquiring a high-quality system had presented a barrier. Grant support enabled the practice to invest in a premium-grade machine, ensuring patients could benefit from the most effective treatment available.
Alongside the equipment purchase, the project included practitioner training and the development of treatment protocols to ensure the service was introduced effectively and consistently.

Faster recovery, better outcomes

For patients, the benefits have been significant.

Shockwave therapy is recognised as one of the most effective treatment options for many tendon and musculoskeletal injuries. Treatment sessions are relatively short, and many patients can achieve improvements in fewer sessions than would otherwise be required.

The introduction of shockwave therapy has already helped patients recover more quickly, reduce the overall number of treatments required and return sooner to work, sport and everyday activities.

By bringing the service in-house, patients can now access advanced care through a trusted local provider without the need for external referral.

Creating capacity for growth

The investment is also delivering benefits behind the scenes.

Because shockwave therapy can achieve results more quickly for certain conditions, practitioners can treat patients more efficiently while maintaining excellent clinical outcomes. This creates additional capacity within the business and allows the team to support more patients overall.

The business expects the new service to drive growth through increased demand and premium treatment offerings, while strengthening its long-term resilience and competitiveness.

At the same time, introducing innovative treatment options helps Elemental Health continue to evolve its service offering and remain at the forefront of holistic healthcare in Jersey.

Supporting the health of the Island

For Elemental Health, the project is about much more than acquiring new equipment. It is about helping more Islanders recover faster, spend less time in pain and get back to doing the things that matter most to them.

The investment demonstrates how targeted support can help businesses embrace innovation, improve productivity and deliver better outcomes for their customers. By combining clinical expertise with the latest treatment technologies, the practice is creating lasting benefits for both its patients and the wider community.

Looking ahead

With shockwave therapy now firmly established within the clinic, Elemental Health is well positioned to continue expanding its services and supporting growing patient demand.

The investment has created a stronger platform for future growth, enabling the business to enhance patient care, improve operational efficiency and continue its mission of helping Jersey stay active, functional and pain free.

"We've already had excellent results with many of our patients. We're reducing the number of treatments people need, helping them get back to doing the things they love sooner and

improving outcomes at the same time."

Tom Wagstaffe

Chiropractor, Elemental Health