

**Client Name:** Esther Aird

**Business Name:** First Care Physiotherapy & Registered Massage Therapy Clinic

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### Good news story:

Back in July of this year, First Care was visited by a mother from Mississauga whose daughter (shown in picture below), had been recently injured in a soccer game. After a long painful night of discomfort, Carrie Bogdann brought her daughter, Nicole, in for a physiotherapy assessment. A tailored plan of care was created for her specific injury, and immediately after her first treatment, Nicole experienced relief and was able to continue with her daily routines. First Care is proud to have assisted Ms. Bogdann's daughter Nicole in attaining this level of comfort, and is grateful for her generous show of support to her followers on Instagram:



[carriebogdann](#) Thank you [#firstcarephysiotherapyclinic](#)!!! A soccer players injury comes in with much pain and leaves with relief! As a mom I can't thank you enough!!! Your top of line service, care and compassion have helped my daughter begin to heal. Visit them for all your massage therapy and Physiotherapy needs!!!!!! Highly recommended.

## Business Profile:

First Care Physiotherapy & Registered Massage Therapy Clinic is a locally-owned establishment that officially opened in March 2015. Before starting her own wellness clinic, Esther Aird worked for many years in the health and fitness sector, running a pro shop that was geared towards body builders, athletes, and everyday people pursuing a more active lifestyle. Through daily engagement with this clientele, Ms. Aird was presented with a diverse group of people seeking changes and improvements in their lifestyle. It was this experience that prompted her to go back to school, and in 2009 she graduated with a Physiotherapy Assistant diploma. Working in private and OHIP clinics, youth centres, and nursing/retirement homes throughout the GTA provided Ms. Aird with an array of experiences that inspired her to develop her own multidisciplinary clinic, with an emphasis on individual-based care and attention.

First Care is dedicated to facilitating health and wellness improvements in the community, with a special focus on Massage Therapy, Chiropractic, and Physiotherapy services-- though the services extend beyond that. At First Care, each person is a priority and is treated by a team of highly trained and registered professionals in the health service field. The clinic prides itself on its commitment and focus on the betterment of each person's ailment, developing strong relationships along the way. The involvement of the Brampton Entrepreneur Centre (BEC) played a crucial role in opening avenues, providing suggestions and recommendations, and connecting First Care with various local organizations and contacts. Jennifer Vivian, Business Advisor at the City of Brampton Economic Development, personally visited the clinic during its infancy and shared insightful ways to establish and promote the business via registration with various online platforms. Ms. Vivian also invited Ms. Aird to informative seminars and workshops, such as a breakfast meeting at the Brampton Golf Club where presentations were held and networking with other local business owners was encouraged. Her work did not stop there. She has continued to be a steady and reliable source of knowledge and encouragement, and First Care has benefited greatly from her professional expertise.



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*"Happy New Year!"*

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