

CONTENTS

- INTRODUCTION 1**
- DEVELOP A MARKETING STRATEGY 2**
 - Marketing Mistakes and How to Avoid Them 3
 - Pop Quiz: Why Should Every Physical Therapy Private Practice Owner Eat at McDonald’s?
Hint: It’s Not for the Food... 5
- MARKETING THROUGH TECHNOLOGY 7**
 - YouTube® as a Public Relations Tool 8
 - Marketing Through FREE Media Exposure 10
 - Thinking About Redesigning Your Website AGAIN? 12
 - Mobile Marketing: An Opportunity That Should Not Be Missed 14
 - How Your Electronic Medical Record Can Affect Your Marketing Strategy 16
- REACHING PHYSICIANS 18**
 - Getting More Physical Therapy Referrals: A Physician’s Perspective 19
 - A Personal Touch 21
 - The “Aha!” Factor 23
- REACHING THE PUBLIC 25**
 - Free Screenings—Is it Good Practice? 26
 - Something for Nothing, But Not for Naught 28
 - Gain Direct Access Referrals 30
 - Business Growth... Taking Organic to Organized 32
 - Give and You Shall Receive! 34
 - A Health and Wellness Open House: A How-To Guide 36
 - Who Are the People in Your Neighborhood? 38
 - Successful Marketing at Public Events 41
- REACHING THE PUBLIC 42**
 - Marketing Your Industrial Rehabilitation Services 44
- RELATIONSHIP BUILDING AND CUSTOMER SERVICE 47**
 - Painting It Positive: Great Customer Service=Free Marketing 48
 - Golden Opportunities to Market Your Practice 50
 - Five-Star Customer Service and Internal Marketing 52

INTRODUCTION

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Finding a book on marketing your business is easy. Search on Amazon.com, and you will find 566,883 resources, 1,624 of which were released in the last 30 days. However, it is highly unlikely that any of those books will directly correlate to how to market and build a physical therapy practice.

Imagine a publication that curates the best of the last 8 years of business-building articles. You no longer have to imagine, thanks to the work of *Impact* Compendium Task Force Chair, Jean Darling, PT, LAT, and task force members Amanda Cody Frake, SPT, JD, and Jamie Mursau, PTA. They combed the archives of *Impact* for the best of the best, providing a comprehensive resource on marketing, public relations, referral building, and branding. Topics range from:

- Marketing to physicians
- Marketing to consumers
- Marketing to employers
- Community outreach
- Word-of-mouth marketing
- Direct mail
- Public relations
- Business to business marketing
- Cross referral building
- Responding to competition from hospital and physician-owned physical therapy services
- Social media and search engine optimization

Combing through thousands of business books will not yield anywhere near the results of this concise, physical therapy-specific resource, both from issues of *Impact* published under my watch, as well as those published under the leadership of former editors Jeff Ostrowski, PT, and Laurie Kendall-Ellis, PT, CAE.

Happy Marketing!

JEAN DARLING, PT, LAT
Compendium
Task Force Chair

Very few people fully understand the implications of marketing to promote the success of a privately owned physical therapy practice, but experts have lead the way over the years in the pages of *Impact*.

Private practice physical therapists have a responsibility to effectively market and be a proponent of the value and benefits of physical therapy services. We must continue to educate physicians and our communities on our scope of practice, from rehabilitation services to wellness programs.

Everyone on the team adds value to the marketing paradigm and to our profession. Success in your marketing outreach will be enhanced by knowing your team well and knowing yourself. A comprehensive marketing strategy will help generate new referrals, requires creativity, and results should be tracked. Thank you to task force members, Amanda Cody Frake, SPT, JD, and Jamie Mursau, PTA. We hope this compendium will stimulate the creation of innovative ideas to move our practices forward and stay competitive in the health care markets of today and the future!