

Make Your Physical Therapy Clinic Stand Out from Competition

Ever wonder how some physical therapy clinics add new locations and obtain continuous growth while others stay stagnant through the years? Operating a successful physical therapy clinic takes more than excellent clinical skills. It also takes an ability to differentiate your services from the competition.

“Bringing educational opportunities direct to clinicians can give your clinic an advantage.”

Here are a few things you can do to help your physical therapy clinic stand out from others in your area.

- **Define Your Unique Services.** Physical therapy clinic owners must determine ways to set their business apart from others in the marketplace. It's important to really take the time to hone in on areas that your physical therapy clinic specializes in. Don't try to be everything to everybody. Instead, take the time to define a niche that your clinic specializes. Ask for customer feedback and testimonials. Your customers may help you find an area that really sets your clinic apart from others in the area. Promote these services in your advertising, marketing and communication materials.
- **Get Involved in Your Community.** One common factor you'll find in successful physical therapy clinics is their commitment to their local community. Set your physical therapy clinic apart by taking the time to become an active participant in your local community. Sponsor local running events or work as volunteers at one of the water stations. Participate in local wellness and fitness workshops. Consider offering occasional educational seminars and informative sessions to the general public about fitness and how physical therapists can help non-active individuals get back on track. If you're a writer, consider writing occasional physical therapy articles for the local newspaper.
- **Invest in Continuous Education for Physical Therapists.** Another

"For a steady referral stream, always strive to exceed your client's expectations."

way to differentiate your physical therapy clinic from others is to provide clinicians with top-notch educational opportunities. Vice President and partner of STAR Physical Therapy, Dave Landers stresses the importance of providing outstanding educational opportunities to clinicians. STAR Physical Therapy offers 12 different continuing education courses to their clinicians and unique credential tracks to their physical therapists. They recently had 19 clinicians take the McKenzie exam and are proud to lead the nation with physical therapists certified in the McKenzie Method.

- **Exceed Customer Expectations.** Really strive to go above and beyond your customer's expectations. Provide a welcoming environment for customers from the moment they step inside your clinic. Limit customer wait times so your clients know you value their time. Provide access to educational information on your website or with patient handouts. Have physical therapy supplies on hand for customers to purchase instead of sending them to a website or having them call a physical therapy equipment supplier.

Setting your physical therapy clinic apart from others in your area can help you gain more referrals from both patients and physicians. Use social media, postcards or e-mail to stay in touch with old patients to keep them up-to-date on events and changes at your facility. Promote your unique services and strive to exceed your client's expectations and your clinic will be on the path to greater success.

Get more tips for standing out from the competition in a PT Talker podcast with Dave Landers, Vice President and partner of STAR Physical Therapy. He recently shared his secrets of success with PT Talker.



About the Author

After helping design and market the first preventative knee brace for football players as an Athletic Trainer at Iowa State University in the late 1970's, Jeff has made physical therapy equipment his passion since 1986. He launched Advantage Medical in 1994 with a commitment to help Physical Therapists and rehab professionals improve clinical outcomes as well as save time and costs through pioneering, creative solutions. Jeff's entrepreneurial approach keeps Advantage Medical and its clients at the forefront of innovations and best practices in the PT industry.

Jeff was also one of four original founders of the National Medical Alliance in 1988 which later changed its name to Motion1. He served as the Chief Operating Officer for 10 years and was instrumental in its growth and reputation as a leading supplier to independent rehabilitation distributors across the country. He is also the host of the long running podcast "PT Talker" featuring a physical therapy expert for listeners every week. Subscribe to the free, informative broadcast designed to help therapists grow their business at www.PTTalker.com

About Advantage Medical

Advantage Medical was established in 1994 to meet the growing needs of rehab professionals in a variety of medical disciplines. Advantage Medical has become a leading provider of expert advice as well as quality therapy equipment and supplies, offering innovative solutions to challenges faced by physical therapists, clinic directors, chiropractors, athlete trainers and other medical professionals.

In October of 2010, Advantage Medical joined the family of Scrip Companies of Bolingbrook, IL as an operating division. Now with access to a wider variety of products and large scale purchasing power, Advantage Medical is poised to raise the level of value we bring to our clients. Scrip Companies serves markets in massage therapy, chiropractic, spa and now physical therapy.

About PT Talker

Stay up-to-date on the latest industry trends and news by connecting with a community of your fellow experts. Advantage Medical's PT Talker is the online resource for business news and ideas for physical therapists. Our podcasts, blog and newsletters keep you informed with new ways to help grow your business, save time, provide improved clinical outcomes or lower costs. Review updates on the newest equipment and products, find tips and techniques for improved patient outcomes, and hear from other clinics about their best business practices. You'll find everything you need to stay ahead of the curve in physical therapy at PTTalker.com.