

2013 APTA Conference and Expo in Salt Lake City, UT

June 29, 2013, Saturday, 8:00am – 11:00am

<http://www.apta.org/Conference/Programming/2013/Technology/>

Embracing Technology, Enhancing Therapy: Business in Physical Therapy

There are a number of programs and applications that are available to help smooth the business aspects of physical therapy. In this session, participants will be exposed to many that can be used to enhance communication with patients and other providers, or simply make the day-to-day running of a clinic easier. Clinicians will be introduced to a number of these technologies with the purpose of providing options for the physical therapists (PT) to consider before determining what would be most appropriate for their clinic's communication needs—interoffice, between doctor and PT, between PT and patient, marketing, internal systems, and documentation.

Documentation

The use of technology in documentation is clear and is becoming a fact of life. It would be impossible to give accurate information on any specific system and how it would relate to a particular clinic location and so the presenters will only mention documentation in general terms.

Communication

Communication in a clinic situation occurs in multiple different directions, and yet we typically do not employ multiple different systems of communication. There will be discussion of different types of communication technology that can enhance communication between medical professionals and clinicians, patients and clinicians and inter-office communication. Video communication technology provides for face to face consultation between health care professionals which not only achieves the goal of solving problems, but also aids in improving connection between practitioners.

Marketing

Marketing of any business has transitioned considerably in the past 10 years. Even though PT remains a service industry with one of the best marketing tools being 'word of mouth' advertising, there are still technologies that can help improve your marketing. Hollywood masterly places products in specific locations so that people become aware subliminally and obviously in the products they are endorsing. You have the same opportunity to do the same thing with your brand. There are many ways that you can get your brand in front of potential patients, but these opportunities need to become intentional. Here are some possibilities of how you can get your brand in front of a potential audience:

- a. **Product placement** – clothing, water bottles, etc. By putting your brand on items that your staff will use and wear, as well as having branded items that you can give to your patients to take with them, then you can advertise in multiple locations for free. If you have a number of patients that regularly used a local gym, then provide them with a quality water bottle that they will want to take to the gym with them. The more your brand is seen in different places then the more patients will think of you if they are in need of PT services.

- b. **Website** – what does your website say about you? If you don't have one then your lack of having a website essentially says that you do not exist. If your website was created by a middle aged white guy then it probably looks like it. If you are trying to focus your patient population among middle aged white males then your site will attract them. Check your website and ask your patients what your website says to them. During this segment we will look at a few sites and hopefully help you see what we see – and more importantly what your patients or prospective patients might see.
- c. **Social Media** – the recent explosion in social media can be seen as either a distraction or an opportunity. We will show you how you can utilize the most commonly used social media sites to generate interest in your clinic.
 - a. Facebook
 - b. Twitter
 - c. Instagram
 - d. Blogs
 - e. LinkedIn
 - f. Pinterest

Training and Development

Every PT is responsible for their own professional development and the internet is providing incredible opportunities for clinicians and clinic owners alike. Through the advent of online CEU offerings and video based distance education services, it is possible now to receive excellent training without having the extreme expense of flying in an expert or of sending multiple staff to the same course. How can your office best use the information gained by one therapist in the development and training of the rest of your group? Are there online courses that really provide the needed information for CEU completion?

Speakers for the course:

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Postscript

Rather than provide copies of powerpoint slides, this handout serves as a summary of the information that was provided in the session in a format that is more easy to read for those who maybe missed the session. Reading a bunch of slides does not often make sense, however we hope that this version of the information provides a little clarity as to the intent of the session.

This handout is copyrighted to the speaker of this presentation. Please use appropriate citations as necessary.

Resources

<http://www.skype.com>

<http://www.google.com/+/learnmore/hangouts/>

<http://www.apple.com/mac/facetime/>

<Http://facebook.com>

<http://twitter.com>

<http://wordpress.com>

<http://www.linkedin.com>

<http://www.instagram.com>

<http://www.pinterest.com>

<http://morphopedics.com>