

A Partnership Between Therapy and Marketing

Julie Snyder, OTR/L, DOR and Ricardo Molina, PTA, DORiTO

Desert Blossom Health and Rehabilitation

Marketing

- ❑ Design folders with company logo
- ❑ Create paper design for inserts with ie. letterhead
- ❑ Provide insert cover page thanking patients for choosing our building for their health needs
- ❑ Explain the option to call and possibly return within 30 days if appropriate
- ❑ Include a business card
- ❑ Include any other marketing information that would help the patient
- ❑ Folders and letterhead can come from marketing budget

RESULTS

Your facility stays fresh in your patient's mind



Therapy

- ❑ Include a handout of discharge recommendations
- ❑ Provide home exercise program for both OT and PT
- ❑ Provide special instructions such as:
 - ❑ Energy Conservation
 - ❑ Home set up/Safety
 - ❑ Fall prevention
 - ❑ Swallow Strategies
 - ❑ Diet Recommendations
 - ❑ Equipment Recommendations
 - ❑ Pursed Lip Breathing
 - ❑ Edema Control
 - ❑ Splint/Contracture Management
 - ❑ Joint Protection

RESULTS

Patients go home prepared to succeed

