



Marketing to Referral Sources with Tx Xchange

Overview

Building and maintaining physician relationships are a critical part of a therapy practice/business. Clinics rely on referrals for a large part of their patient volume. Clinical outcomes and patient satisfaction mean a great deal to the referring physician, it means that they have made the appropriate referral and their patient is well taken care of.

The overall message to be conveyed is that your practice/clinic is always striving to provide the best care and patient experience possible. To achieve these objectives, you are now using Tx Xchange - a progressive and innovative clinical software solution that is highly effective and provides a superior patient experience.

Introductory Letter/Email

- Template letter available in Account Admin / Marketing / Best Practices section

Call for Meeting

- Make a call to your contact person at the physicians' office to set up a lunch or meeting. Let them know that you would like to demonstrate to the physician or referral assistant a clinical software program you are now using with their patients that is accelerating patient progress, increasing compliance, and your patients are really enjoying.

Meeting & Demonstration

- Focus on improved outcomes, better patient experience, and continuity of care.

Points to remember:

1. Improved patient outcomes are based on five factors: communication between provider and patient, accurate and consistent replication of the therapeutic activities, patient accountability, education of the patient, and compliance with the plan. Tx Xchange was built to support these important factors and their patients will see the benefit.

2. Healthcare is being driven in part by a consumerism, which states patients want more control, more information, more involvement and a better healthcare experience. Patients increasingly expect improved tools, information, and resources from their providers. Tx Xchange addresses these increasing expectations and gives patients what they want, online, and in an engaging, easy to use format.
3. As soon as the patient leaves your door they forget 80% of what you taught them and 65% of them are partially or non-adherent to their plan. Tx Xchange solves these critical shortcomings by providing a comprehensive solution that helps the patient remember what they've been told, accurately replicate their exercises, and more actively participate in their care.

Demonstration

- Login as yourself into Tx Xchange
- Select a current patient and review key aspects of the system from the patient record page
 - *Reminders* - reminders are little taps on the shoulder that helps your patient remember important activities like icing or precautions.
 - *Login History* - point out that login history gives you visibility into the patient's participation and lends to communication regarding their needs.
 - *Treatment Plans* - show the physician a treatment plan that's been assigned to the patient. They'll be very impressed with the quality and integration of health & wellness information (i.e. articles). Emphasize the difference between the status quo of followed by other clinics which consists of copies of VHI cards and handwritten instructions and what Tx Xchange provides in the form of high-quality video, pictures, easy to read instructions, health & wellness information, and secure messaging.
 - *Scheduled Notifications* - point out that the reminders can now be emailed to your patients which increases accountability and compliance.
 - *Messaging* - by making communication easier for your patient, questions are answered more efficiently and continuity of care improves.

Ask For Information

Tx Xchange uniquely allows you to incorporate information the physician gives or would like to give their patients directly in Tx Xchange. Once you get this information and upload it into Tx Xchange, you can seamlessly provide it to the physician's patients. This capability is a big selling point for your clinic or practice and allows you to provide a higher level of service to the referring physician by addressing a problem they face daily.

- *Surgeons and cardiologists* - get their post surgical protocols, precautions, and guidelines they give or would like to give their patients.

- *Family practice and internists* - get from them health & wellness information such as diets for diabetics, articles on blood pressure and stress reduction, and the importance of medical condition pre-screenings.
- *Ob/Gyn*- If you have a Woman's Health Program, let the physician know about the specialized treatment and exercise protocols delivered to patients to help with incontinence and pelvic floor dysfunction. Ask them for articles on these topics for you to distribute through Tx Xchange.
- *Employers*- Emphasize getting patients back to work faster because of Tx Xchange. Compliance monitoring and patient accountability are critical to this patient population's outcomes and success. Early intervention and prevention help prevent the typical work related injuries and Tx Xchange helps eliminate reoccurrences of work related conditions and repetitive motion injuries.

Closing:

Tx Xchange provides a clear competitive differentiator between your clinic and other clinics vying for physician referrals. The message to the physician is that your clinic is simply providing a higher level of service, quality of care, and a vastly improved patient experience.

Some suggested closing requests:

An existing referring physician, "I appreciate your referrals and look forward to using Tx Xchange with your patients. Please get some feedback about a Tx Xchange from the ones you send to me and I will follow up with you in a few weeks."

A new referring physician, "I'd appreciate receiving some referrals from you and building an effective, collaborative relationship. With Tx Xchange, your patients will be receiving a superior experience from our clinic."

Follow-up

After you meeting with the physician or their group, do the following over the following weeks to strengthen the relationship and remind them of how your clinic uses Tx Xchange.

- Obtain from them any health & wellness articles and guidelines including post surgical guidelines and precautions unique to the physicians in that practice.
- Send a letter or email thanking the physician(s) and letting them know you have uploaded their health & wellness information and guidelines for their patients.
- Note the date of the meeting and track the referrals.
- Send a follow up letter or email reporting the outcomes of a few of their patients using Tx Xchange
- Incorporate Tx Xchange into dictated initial evaluation and progress notes or reports to the physician