

Simply AmaZING!

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At 211 degrees, water is hot.
 At 212 degrees, it boils.
 And with boiling water, comes steam.
 And with steam, you can power a train.

AMAZING! PRINCIPLE OF THE MONTH

“Sometimes you want to go, where everybody knows your name, and they’re always glad you came. You want to be where you can see, our troubles are all the same. You want to be where everyone knows your name.” - Cheers

It’s almost that simple. These patients are coming to you after experiencing some kind of physical trauma and they need a place to heal. Just like the bar in Cheers, patients come to your clinic to meet friends after a hard day; friends that will hopefully help heal their physical problems too! The clinic can be a great place for patients to feel a breath of relief, a place where everybody knows their name. Make sure to address patients by their name, remember their names, and make sure they know yours as well!

One degree. Applying one extra degree of temperature to water means the difference between something that’s simply very hot and something that generates enough force to power a machine - a beautifully uncomplicated metaphor that ideally should feed everything we do.

Two-twelve serves as a forceful drill sergeant with its motivating and focused message while adhering to a scientific law - a natural law - reminding us how seemingly small things can sometimes make tremendous differences.

Two-twelve.

Secrets to success don’t exist. We instinctively know it. Success in anything has one fundamental aspect: effort. And in most cases, to achieve exponential results requires extra effort. That’s the extra degree.

Thomas Edison said...“Many of life’s failures are men who did not realize how close they were to success when they gave up.”

212°
 the extra degree®
 by S.L. Parker

Vince Lombardi tightened it up with...“Inches make the champion.”

212 distills it even further.

From 2000-2006, The PGA Championship winner took home an average of \$1,060,714. The

second-place finisher averaged \$460,657... less. The margin of difference, 1.71 strokes... less than a stroke a day.

At NASCAR’s Daytona 500 from 1997-2006 (10 years), the winner took the checkered flag by an average margin of 0.175 seconds... less than two-tenths of a second. For the winner it meant \$509,000... more.

How often do we miss an opportunity to create better results because we don’t apply a small amount of effort beyond what we normally do? Consider the impact of making an extra contact each day at work... a sales call... a customer follow-up... a brief discussion with a colleague... an encouraging talk with a member of your team. With contact comes opportunity. At the end of a year you’ll have opened more than 200 additional doors of possibility. On the personal side, imagine the exponentially positive results of investing an additional 15 minutes of quality time each day with your children or spouse - an equivalent of more than two weeks each year at work.

No longer will you be able to do only what is required of you, only what is expected of you. Because with awareness comes responsibility - to yourself and others.

And you are now aware.

The excitement has begun. Are you smiling yet?

Your new target is 212.

Ways to Remember Names and Help Customers Remember Your Name:

- When you answer a call, be sure to state your name. When customers identify themselves over the phone, be sure to restate their name in your response. “Hello Gina, what can I do for you?”
- Use people’s name when you welcome them into the clinic.
- Wear a nametag or have your name posted on the counter or desk.

Patient Loyalty Survey Short Takes

The people at the Reo ProRehab are like family to me!!

friendly, on time, good explanation of what I was asked to do.

Everyone listened and you don't find that often.

The staff acted like they wanted to be there instead of some practitioners who express that they have to be there. Very Important!

Signing the shirt was my most memorable experience!

BROOKE LISTENED TO MY CONCERNS, TRIED DIFFERENT APPROACHES AND KEPT ASKING QUESTIONS.

TIM WAS THE FIRST PERSON IN MANY, MANY YEARS TO GIVE ME ANY HOPE. HE WILL ALWAYS BE REMEMBERED IN MY BOOK AND I CAN'T THANK HIM ENOUGH.

KEVIN IS THE BEST!

Very professional staff, courteous front desk, clean facility.

They put your concerns first and seem to genuinely care.

ZINGERS!

Tim Weinzapfel - Pearl Drive Indiana Street was in need of a hi-lo table. Pearl Drive had 3 and we had 1. Tim agreed to swap a regular treatment table for one of his hi-lo tables. He saved our location from a huge expense. We are very appreciative as it was a much needed table for our clinic.

Amber Gerkin, Jill Templin, & Kalissa Johnson - Vincennes ProRehab Vincennes had three winners in the recent SIS TRYathon: Jill was #1 in her age group, 11th overall. Kalissa was #3 in her age group, 16th overall and Amber's team was #2 in the team category. Congratulations to these AmaZing athletes who are an inspiration to patients, co-workers and other athletes.

Anne Basden - Indiana Street Anne went out of her way to come speak with "Ribbon Chicks," a breast cancer young survivor group through Komen, about preventing lymphedema and how PT can help. She stayed for well over an hour answering people's questions and educating them. A HUGE thanks goes out to her!

Erik Hemenway - Indiana Street Erik is on vacation this week but his vacation consists of one week in Alabama as a chaperone on a mission trip with his church's youth group. They are helping low income and hearing impaired families with home renovations/restoration. Erik is always mentioned on our loyalty surveys as being very nice and knowledgeable. He deserves recognition for his charitable act. There's not too many of us that give up our vacation to help others in another part of the country. He is a great role model for all of us!

Brittany Bender - Home Health Brittany offered to evaluate a patient on Saturday morning because they weren't available on Friday.

Kerri Johnston - Home Health Kerri requested to see a patient at the end of the day so that after her treatment (on her own time) she could help the patient get into her pool.

JULY'S AMAZING! CHALLENGE

Oh, no! My patient showed up at the right time, but on the wrong day.

Mrs. Mixed Up: *"Hello! I am so excited for my appointment today.*

I'm extra sore and need you!!" **WHAT DO YOU DO?!**

Please email ashley@prorehab-pc.com with answers.

LAST MONTH'S Q&A

Your new patient just finished their very first appointment. You hand them a Patient Loyalty Survey and ask them politely to fill it out...they say "no". What do you do?

- *"I understand totally, but if you could describe ProRehab in one simple sentence what would you say about your experience with us."*
- *"I would explain the purpose of the loyalty surveys and their relationship to the care that is received in our clinic. If they still refused, I would honor their wishes."*
- *"I would give them my best smile and tell them this would help to improve our clinic and treatment of our customers and maybe add a PLEASE."*

Summer Events

July 7th - ProRehab Night at the Otters 6:00pm

August 1st - ProRehab Summer Party at Jody's 1:00pm

EMPLOYEE'S OF THE MONTH

Congratulations to Joey, Beth, and Jill.

They now join the ranks of our Board Certified Clinical Specialists.



Joey Pettyjohn, PT, MPT, OCS

*Board Certified Clinical Specialist
in Orthopaedic Physical Therapy*



Beth Barrett, PT, MPT, SCS

*Board Certified Clinical Specialist
in Sports Physical Therapy*



Jill Hickey, PT, MPT, SCS

*Board Certified Clinical Specialist
in Sports Physical Therapy*

Happy 4th of July!

